BROADCASTING

Broadcast Advertising

TECHNOLOGY DEPT.

EXCLUSIVE!

The Food Situation in 19 of the United Nations

PUBLIC LIBRARY
JUN 21 1943
DETROIT

AS PART of the WLS-Prairie Farmer "Food for Humanity" campaign, WLS has broadcast daily, exclusive interviews with 19 United Nations representatives on their countries' food production and requirements now and in post-war years. These interviews were transcribed in Washington and New York by Harry Templeton, WLS war program director, and John Strohm, managing editor of Prairie Farmer.

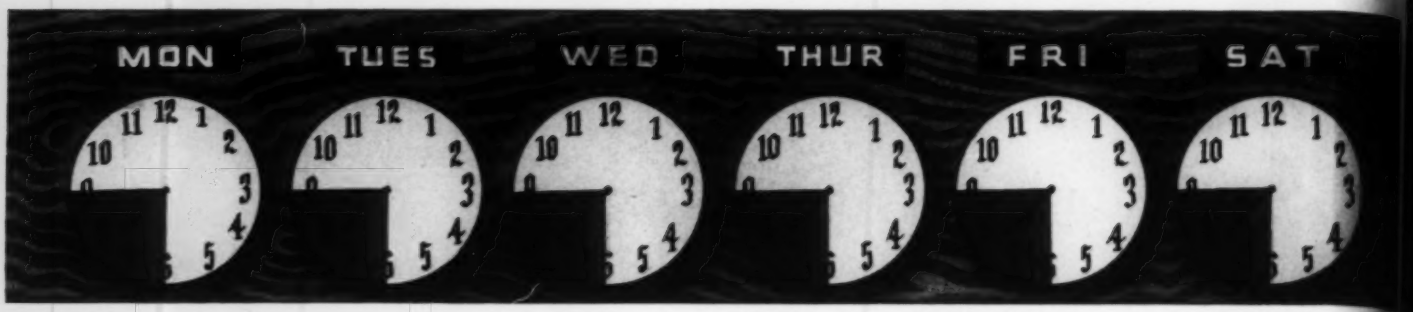
Breaking simultaneously with the opening of the United Nations food conference in Hot Springs, these interviews were of immense timely interest, important to consumer as well as food producer — so important that OWI will make them available to all radio stations after their broadcast on WLS. Here again is another example of the initiative and enterprise which has made WLS a leading influence in Midwest America.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL

XUM



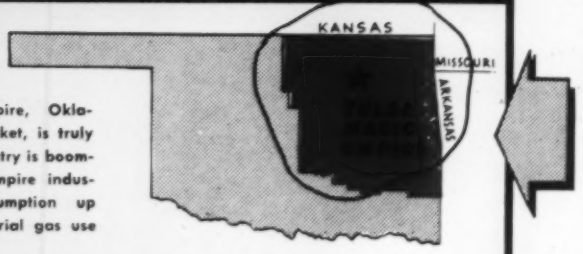
AT 2331 EAST FIFTH—Six brick, large lot; appointment. 6-8200, 7798, 6-8956.

Radio Service 26A

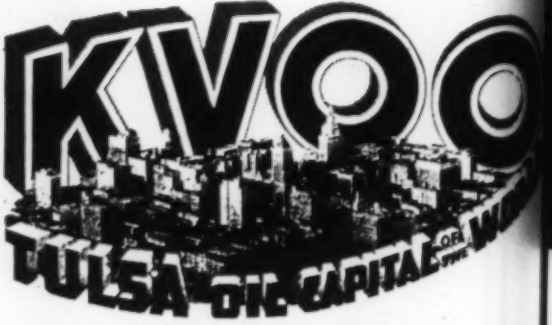
FOR SALE: One first-class vehicle, commonly known as 15-minute morning strip; 7:30-7:45 across the board. Considerably used, but better than new. With proper care, can be made to sell more than ever. Will overhaul to suit, using AA-1 priority materials, including best music, announcing, copy and production. Parking space guaranteed, between popular farm show and excellent news period. Priced at ceiling as shown on regular rate card. Vehicle will move your merchandise into Oklahoma's richest market, when powered by Oklahoma's only 50,000 watt station. Write or wire KVOO, Tulsa. Don't phone — Tulsa is a "war-busy center", with thousands of new workers making planes, explosives — and good wages!

LARGE combination Philco radio; good shape. Call 8428

Blanketed Only by Oklahoma's Most Powerful Station



The Magic Empire, Oklahoma's Richest Market, is truly a war market. Industry is booming with magic empire industrial power consumption up 63.8% and industrial gas use up 34.6%.



50,000 Watts—Day and Night

1170 Kilocycles

Edward Petry & Co., National Representatives

2 BROADCASTS... 263,820 REQUESTS!

The GRAND OLE OPRY GETS RESULTS!

G. M. Philpott, Adv. Mgr., Purina Mills and Charles H. Brown, Gardner Advertising Co.

HERE'S THE OFFER MARCH 6th and 13th, 1943

HERE'S WHAT THE SPONSOR SAYS

PURINA CHOWS FOR STRENGTH AND ENERGY

PURINA MILLS
RALSTON PURINA COMPANY
ST. LOUIS, MO.

May 20, 1943

Mr. Harry Stone
Radio Station WSM
Nashville, Tennessee

Dear Mr. Stone:

You will no doubt recall the free picture offer Purina made on "The Grand Ole Opry," March 6 and 13, 1943, over 78 stations on the National Broadcasting Company network. After weeks of tabulation, I am now in a position to give you a final count on the returns. We have received to date 263,820 requests for pictures from 48 states and Canada.

According to the best information we have, this is an all-time record for free-picture offers on any network. And I congratulate you and the members of your staff on this remarkable return. Obviously, your seventeen years' work in building "the Grand Ole Opry" audience has brought fruitful dividends.

We are very well pleased with our experience with "the Grand Ole Opry," and I take this opportunity to express our appreciation to you as well as Judge Hay, Uncle Dave Macon, Jimmy & Sonny, Bill Monroe, and the other members of the WSM staff.

Sincerely,

G M Philpott
Gordon M. Philpott
Advertising Manager

GMP/dj

W Air Castle of the South & WSM
50,000 WATTS CLEAR CHANNEL

HARRY L. STONE, Gen'l Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES EDWARD PETRY & CO. INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

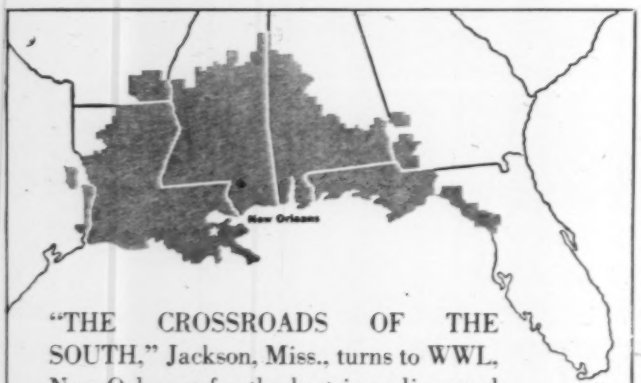
XUM

Jackson

The Capital of Mississippi

IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states



"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To "own" the Deep South, get on—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 25 JUNE 21, 19

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00

Published every Monday, 53 issue (Yearbook Number) Published in February

KOIL *is the most economical buy in OMAHA*

For Outstate Nebraska - KFAB is a MUST!

all 7 department stores

in Charleston,

West Virginia use radio

6 of the 7

use

WCHS...5000 on 580...CBS

WCHS IS REPRESENTED BY THE BRANHAM COMPANY

Today this flag flies over

From this world headquarters for radio-electronic research flow new weapons, new discoveries and inventions vital to the winning of an Allied victory!

Today, over RCA Laboratories, flies a new distinguished battleflag—the coveted Army-Navy "E" Award.

One of the few laboratories in America to receive this award, RCA is at once proud of this distinction, and humbly aware of the responsibilities that it imposes. For much of the progress of the entire radio-electronic industry stems from the work done in these Laboratories.

Perhaps with this thought in mind—at the dedication of RCA Laboratories—the Chief Signal Officer of the U. S. Army called them "The Hidden Battlefront of Research."

HIDDEN—because, for the duration of the war, this ... nificent building of 150 separate laboratories must ... closed to all but the scientists and research technici... who are working on radio-electronic instruments imp... tant to our military effort.

BATTLEFRONT—because in the waging of modern warfa... radio is of first importance. It follows the flag and the fl... —locates the enemy—flashes urgent orders—safeguards ... convoy—guides the bombers—directs the artillery—... neuvers the tank. Radio is in the fight on every front ... tributing vitally to the Allied drive to crush the Axis.

And when the day of Victory comes, RCA Laborato... will be devoted to the happier task of making our pe... time world safer, more enjoyable and more productiv... through new and finer products of radio, television ... electronic research.

OTHER SERVICES OF RCA WHICH HAVE EARNED OUR COUNTRY'S HIGHEST WARTIME AWARDS

The Army-Navy "E" flag, with two stars, flies over the RCA Victor Division plant at Camden, New Jersey.

The Army-Navy "E" flag, with one star, has been ... sented to the RCA Victor Division at Harrison, ...

The Army-Navy "E" flag, with one star; also the U. S. Maritime Commission "M" Pennant and Victory Fleet flag, have both been awarded to Radiomarine Corporation of America, New York.

A Service of Radio Corporation of America

RCA

WORLD HEADQUARTERS FO...

America's Secret Battlefront

RCA Laboratories

Laboratories

FOR RADIO-ELECTRONIC RESEARCH

DOES SONOVOX INCREASE COSTS?

There's no question about it. Sonovox does increase radio costs—though usually by a very small percentage.

But the real question is—does it increase *the effectiveness* of radio? Do Sonovox commercials catch the listener's ear even a little easier than conventional "plugs"? Are words more memorable if spoken in voices that are *sweeter,* or more *distinctive,* or more *compelling,* or merely more *interruptive* than any human voice can be?

You know the answer. It's YES.

Sonovox is a new and basic art—a new means of associating words with memory-evoking *sounds.* Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. *Why don't you join them?*

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.

American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc

American Industries Salvage Committee (Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.

Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunnyngham, Inc

Chick Bed Company (Chick Bed Litter)
The W. D Lyon Co.

Colgate-Palmolive Peet Company (Vel, Palmolive)
Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)

Feltman-Curme Shoes
Russell C. Comer Advertising Co.

Forum Cafeterias of America
R. J. Potts-Calkins & Holden, Inc.

Griesedieck-Western Brewery Co. (Stag Beer)
Maxon, Inc.

Grocery Store Products Sales Co., Inc. (Fould's Macaroni Products)
Campbell-Ewald Co., Inc.

Chr. Hansen Laboratory, Inc. (Junket Quick Fudge Mix)
Mitchel Faust Advertising Company

Andrew Jergens Co. (Woodbury's Products)
Lennen & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakeries Service Corp. (Taystee Bread, Grennan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Rey and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.
J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc. ("Larceny With Music")

Warner Brothers Pictures, Inc. (Thank Your Lucky Stars)

Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 189 N. Michigan Franklin 6378 — NEW YORK: 247 Park Ave. Plaza 5-2181 — SAN FRANCISCO: 111 Sutter Sutter 4455 — HOLLYWOOD: 1541 N. Gordon Gladstone 9249 — ATLANTA: 122 Palmer Ave. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 24, No. 25 WASHINGTON, D. C., JUNE 21, 1943 $5.00 A YEAR—15c A COPY

Petrillo Eludes Labor Dept. on Disc Ban

Steelman Names J. W. Fitzpatrick Conciliator

STRONG SUSPICION that James C. Petrillo, AFM czar, is in hiding, seeking to avoid Government mediation of his 10-month-old recording strike, was voiced last week following several futile attempts to arrange a meeting with the AFM head by the Dept. of Labor Conciliation Service, to whom the whole matter finally had been referred in desperation by seven leading transcription companies.

While formal comment was lacking, it was thought the AFM president was following in the footsteps of John L. Lewis, United Mine Workers' president, in ducking efforts of J. W. Fitzpatrick, Government conciliator and expert in theatrical matters, named by John R. Steelman, director of the U. S. Conciliation Service, to mediate the strike. If Petrillo persists in these tactics, it is likely the whole matter promptly will be referred to the War Labor Board.

'In a Few Weeks'

Convinced of the futility of attempting through further negotiations to settle the recording strike, the transcription companies petitioned Dr. Steelman last week for Government conciliation. Should the mediation fail, the case would go to the War Labor Board.

Promptly upon being named by Dr. Steelman, Mr. Fitzpatrick first conferred with the transcription companies and then sought to contact Mr. Petrillo by wire in Chicago, asking for a meeting in Chicago or New York. The AFM head, however, is reported to have wired that his international board had dispersed and that he (Petrillo) would see the Government official "in a few weeks". Further efforts to arrange a definite meeting evidently proved futile, with the AFM head taking the position that his board would have to participate in such discussions.

Mr. Fitzpatrick would make no comment, aside from saying that no meeting date yet had been set and that he would call the parties together as soon as the union head is "available." Mr. Fitzpatrick, a veteran actor, has mediated a number of theatrical industry controversies. He was one of the founders of the "White Rats," theatrical organization, and of the Actors Equity Assn.

Appeal to the Government to resolve the impasse which has for months frozen the supply of musical transcriptions to radio stations was no hasty move on the part of the transcription producers. After the union ban went into effect on Aug. 1 of last year, the industry made no move until an anti-trust suit for an injunction filed against the union by the Dept. of Justice had been dismissed by the Federal Court in Chicago because a labor dispute was involved. When, in February of this year, the AFM complied with the request of a special Senate Committee appointed to investigate the ban, and submitted its demands to all recorders, the transcribers immediately joined with the makers of phonograph records in beginning negotiations.

Even after the phonograph record companies gave up their negotiations as futile, the transcribers persisted in an attempt to work out with the union a mutually satisfactory plan of settlement. After the breakdown of these negotiations in mid-May, when the AFM demanded as a condition of the employment of its members that the transcription companies refuse to serve any station listed as unfair by the union, these companies conferred for another month before referring the strike to the Government.

This move was announced last Wednesday by A. Walter Socolow, New York attorney, speaking on behalf of the following companies: Associated Music Publishers, Empire Broadcasting Corp., Langworth Feature Programs, C. P. MacGregor, Radio Recording Division of NBC, Standard Radio and World Broadcasting System.

Immediately after the announcement, Neville Miller, president, NAB, issued a statement denouncing Mr. Petrillo's demands and welcoming the action of the transcribers in referring these demands to the Government. "In seeking to require the manufacturer of a long established and necessary invention to forbid its use by anyone who does not employ an artificial allotment of union members," Mr. Miller declared, "Mr. Pertillo is attempting to establish a principle which conflicts with all progress and invention. . . . It is worth pointing out, nevertheless, that electrical transcriptions, which are used exclusively by broadcasting stations, do not interfere with the employment of musicians by broadcasters.

Radio Earnings

"Musicians earn from radio approximately $20,000,000 a year, more than any other class of employees, and broadcasters pay to musicians an average wage of $67.90 a week for an average workweek of approximately 20 hours. Moreover, there is virtually no unemployment in Mr. Petrillo's union and Mr. Petrillo, himself, has admitted that there is such a shortage of musicians that his union cannot fill even the normal needs of broadcasting stations.

"The broadcasting industry, so vitally necessary to wartime communications and morale, has not, due to Mr. Petrillo's action, been able to obtain freshly recorded music since last August. Mr. Petrillo has, therefore, deprived radio listeners of the legitimate benefits of a well established invention at a time when musical entertainment is most needed both by our armed forces and our civilian population, and he is trying to compel broadcasters to hire men they do not need at a time when serious manpower shortages exist in war industry."

Mr. Socolow's announcement follows in full text:

"Dr. John R. Steelman, Director of the United States Conciliation Service of the Department of Labor, has been requested to mediate the American Federation of Musicians' strike against music transcription companies. (These companies produce electrical transcriptions which are recordings made specially for broadcasting and are completely different from ordinary

(*Continued on page 48*)

Objecting to Repeat, Petrillo Pulls Music Off Burns Show

THERE was no music on the Bob Burns broadcast on NBC last Thursday because of objections of James C. Petrillo, AFM president, to the method used in handling a delayed broadcast of the program on WMAQ, Chicago. Program, sponsored by Lever Bros. for Lifebuoy Soap, is broadcast at 7:30-8 p.m. EWT, with a rebroadcast at 9:30-10 EWT. In Chicago it is recorded off the network wire and broadcast locally at 10:30-11 CWT.

At noon on Thursday the Hollywood local of AFM received a wire signed by Mr. Petrillo ordering musicians off the program because of "violations" in the method of handling the Chicago delayed broadcast. Sidney N. Strotz, NBC vice-president on the Coast, immediately called the Chicago union for an explanation, since this delayed repeat is handled just like all others, as far as NBC could determine. Chicago AFM officials gave no explanation for the action, referring the inquiries to Mr. Petrillo whom they professed to be unable to locate.

The Hollywood union said the action was an enforcement of the AFM ruling on transcribed rebroadcasts ordered two months ago, prohibiting them sooner than 24 hours and later than three days after the original live program. NBC and Ruthrauff & Ryan are following up this week. No attempt was made to rib Petrillo, with Burns simply using the "circumstances beyond our control" excuse. Musical bridges and time lapses were indicated by sounding gong and wisecracks. Although not affected by the ban, the agency also eliminated music from the West Coast live repeat.

Rules in Effect; Press Asks New Law

Garey Questions Fly in Closed Session of Cox Probe

THE FCC's network monopoly regulations became effective at midnight last Tuesday without a ripple of reaction on the Washington regulatory front and with little or no discernible change in network-affiliate relationships, but with a rising tide of concern in the public press over the broad new authority of the FCC stemming from the Supreme Court opinion in the network cases.

Postponement of hearings on the White-Wheeler bill, designed to limit FCC's authority and to thwart any implied control of freedom of the radio or press in the Frankfurter opinion, brought from the press a demand that Congress clearly express itself through new legislation.

Chairman Wheeler (D-Mont.) of the Senate Commerce Committee, announced June 10 that hearings would be held in September after the expected Congressional recess, with a view toward legislation.

Garey Questions Fly

Meanwhile the House Select Committee to investigate the FCC approached the end of its preliminary work, preparatory to opening of public hearings.

Last Tuesday, in a closed session, testimony was taken from FCC Chairman James Lawrence Fly by Eugene L. Garey, chief counsel of the Committee, regarding certain files of the FCC dealing with operations of broadcast stations in the territories. The testimony marked Mr. Fly's first appearance before the Committee in a closed session. Other Commissioners who have testified were Case, Craven and Payne. The Committee plans to call all seven members of the Commission before hearings are opened, probably by the end of the month. Messrs. Craven and Payne made several additional appearances last week.

Consistent with his past expressions regarding the network rules, Chairman Fly said last Monday at his news conference that he thought the rules would operate "right smoothly," and that he was certain there would be no difficulty "in making the adjustments to get along under them."

Also in characteristic vein, the FCC Chairman lashed out against the "stuff that has been fed out to the press from the NAB and other big network representatives" on the Frankfurter opinion and the network rules. He alluded to the CBS brochure to advertisers and agencies [BROADCASTING, June 14], citing it as an example of "how feasibly the network rules will operate." Then he observed, "There comes a time when the cry of confusion and ruination comes home to roost and this is one instance where it has."

Mr. Fly said he thought the CBS brochure showed "the reasonableness and workability of the regulations" and that he thought CBS "very effectively is eating a lot of words it fed out to the press and on its own stations and Congressional representatives in the last few years. Nothing is to be gained by the scare campaign."

Revised chart showing network time blocks by time zones is found on page 50.

A number of copies of the CBS brochure, it is reported, were distributed through the Commission to members of Congress in an effort to prove the point that the rules did not undermine network broadcasting. Senator Wheeler, it is reported, was one of the first recipients of a copy. He received it from Chairman Fly.

Mr. Fly said he did not think that any further rules or modifications will be necessary regard-

(Continued on page 54)

WHEN WE HAVE GOVERNMENT OWNERSHIP OF RADIO

THE PROGRAM TONIGHT WILL BE RENDERED BY THE MUSICAL RELATIVES OF SENATOR, WHOOZIT WHO HAS DONE SO MUCH FOR HIS COUNTRY IN VOTING FOR THE GOVERNMENT OWNERSHIP AND MANAGEMENT OF RADIO!
DOTTIE DOOLITTLE GRAND DAUGHTER OF SENATOR DITCHWATER WILL RECITE HER DRAMATIC INTERPRETATION OF "THE NIGHT BEFORE CHRISTMAS"
NEW ENTERTAINER
EXTRA!!
NILS GOOSEFLESH GETS YEAR CONTRACT
$10,000.00 FEE.
YOUNG GOOSEPIMPLE, SON-IN-LAW OF BOSS MEIRSTEIN, CAMPAIGN MANAGER FOR SENATOR BLAH, WILL MAKE HIS PERMANENT HOME IN WASHINGTON.
HE WILL GIVE BARNYARD IMITATIONS OVER THE NETWORK OF THE GOVERNMENT OWNED RAD
FAT GOVERNMENT JOBS AS RADIO ANNOUNCERS FOR DEFEATED PARTY CANDIDATES
HURRY UP IT'S MY TURN
HER OWN COMPOSITION SUNG BY THE NIECE OF CONGRESSMAN BUTTERWAX
VOTE FOR ME!
VOTE FOR ME!
IT WILL BE GREAT FOR CAMPAIGN WORK
IT WILL SOLVE THE GREAT NATIONAL PROBLEM OF WHAT TO DO WITH "LAME DUCK" EX-CONGRESSMEN
CHAMPION HOG CALLER AND LOYAL CONSTITUENT OF SENATOR BUNGLE PUTS ON A PROGRAM
BUT ALAS FOR THE OLD RECEIVING SET
AUNT SUSIE HOSSINPFEFFER WILL BROADCAST DAILY HER RECIPES FOR PUTTING UP SWEET PICKLES. AUNT SUSIE IS THE AUNT OF REPRESENTATIVE JIM HOGHANDLE FROM FROG VALLEY
THE TALENTED CHILDREN OF SENATOR SNITZEL GO ON THE RADIO PAYROLL

EDITOR'S NOTE: When Darling (Ding), famed cartoonist of the Des Moines Register, originally drew this cartoon nearly a dozen years ago, the air was full of talk of Government ownership. The thought still is apt in the light of the Supreme Court's recent decision in which Associate Justice Frankfurter held that Congress put upon the FCC the burden of "determining the composition of the traffic" over the air. The cartoon is reprinted with the permission of the Register. It originally appeared Jan. 26, 1932.

Fred Weber to Leave Mutual To Become WDSU Manager

Negotiations Under Way for Transfer of Outlet In New Orleans by Uhalt to New Company

RESIGNATION of Fred Weber as general manager of MBS, to assume the helm of WDSU, New Orleans, in which he would have an ownership interest, is expected shortly, it became known last week with the launching of negotiations for the acquisition of the New Orleans BLUE outlet by a new company for approximately $200,000.

Mr. Weber

While final details had not been completed, it was expected that an application shortly will be filed with the FCC by Joseph H. Uhalt, founder and owner of WDSU, for sale of the station to the new company.

Other purchasers, in addition to Mr. Weber, would be E. A. Stephens, Buick dealer in New Orleans, who would acquire one-half of the station, and H. G. Wall, president of WIBC, Indianapolis. Mr. Wall, it is understood, would get three-eighths of the station, with Mr. Weber acquiring the remaining one-eighth. Options for the acquisition of an additional interest by Mr. Weber also is understood to be part of the transaction.

Active at Mutual

A well-known figure in the industry, Mr. Weber has been general manager of MBS practically since its development as a full scale national network entity in 1936. He had joined the network two years earlier as coordinator. Until last January when Miller McClintock was named Mutual's first paid president, Mr. Weber had been the directing head of the network.

Before joining Mutual, Mr. Weber had been with the long lines department of AT&T and had served in the station relations department of NBC in Chicago. He also had been vice-president and coordinator of the old American Broadcasting Co., a network venture which never fully developed.

WDSU, operating on 1280 kc. with 1,000 watts, is owned entirely by Mr. Uhalt. The station intermittently has been reported for sale. WDSU now is operating on a six-month probationary license until October 21, 1943 because of alleged violations of technical regulations. The FCC, in issuing the probationary license a fortnight ago stated that if no violations of the law or of the regulations were disclosed during that period, a regular license will be issued the station.

WCBT Inc. Officials

W. LUNSFORD CREW is named as vice-president and treasurer of WCBT Inc., to whom license of WCBT, Roanoke Rapids, N. C., would be transferred voluntarily under an application filed with the FCC. In the June 14 BROADCASTING it was erroneously stated that W. Lunsford Long is vice-president and treasurer of WCBT Inc. W. Lunsford Crew is a brother of S. E. Crew, president of WCBT Inc., and J. Winfield Crew Jr., owner of the station and now in the Army.

BOB HOPE, star of the Pepsodent Co. program, which went off NBC for the summer months last Tuesday, has been voted "Star of Stars" as well as "Best Comedian" on the air for the third successive year in *Movie-Radio Guide's* "Star of Stars Poll" for 1943, full results of which will be announced the week of June 28.

Vinylite Famine Ended For Discs

Supply Improved, But Shellac Requests Are All Refused

AFTER more than six months on a starvation diet of Vinylite, carbon compound used in high-grade recordings, commercial recorders are once more getting sizable quantities of the material, an official of the WPB Chemicals Division said last week. Vinylite has been serving important military functions in the absence of synthetic rubber.

Change in the Vinylite situation, this official said, has resulted from a more efficient use of production facilities and from the development of other substances capable of doing Vinylite's war job.

New Products

Since winter, this official said, producers of Vinylite have made certain adjustments in their machinery which have resulted in increased output. In addition, chemists have developed new resins, more easily produced, which can be used for raincoats, hospital sheets and other items.

Although hesitant to commit himself on the future prospects for commercial users of Vinylite, this official said that shortages of chemicals used to make Vinylite pliable have favored its use in such items as transcriptions, which require the material in rigid form.

Meanwhile, the June chemical allocations denied all requests for shellac for records. Officials report that the shellac situation at present is tight, but are more optimistic for the future. They point out that shipping to India is now heavier, and that quantities of the material may soon be imported in returning supply ships.

STRATEGIC SPOTS reached by the BBC overseas programs are pointed out by R. A. Rendall, assistant controller of the Overseas Service of the BBC on a visit to WLW-WSAI, Cincinnati, studios, where he conferred with James Cassidy, special events director who is handling the England-to-WLW series, and other officials about the program. Looking on (l to r) are James D. Shouse, Crosley vice-president in charge of broadcasting, and Mr. Cassidy. William Newton, (not in photo), head of the BBC Chicago office, was also present.

Rum & Maple Spots

RUM & MAPLE TOBACCO Corp., New York, starts a spot campaign on WEAF, New York, June 28 for Three Squire and Rum & Maple tobaccos, and will also use spots on WJZ, New York, and WAAT, Jersey City, for these products. Agency is Raymond Spector Co., New York.

SILVER FIRM DRAMA RETURNS TO CBS

INTERNATIONAL SILVER Co., Meriden, Conn., sponsoring Edward R. Murrow on CBS in the Sunday 6-6:15 p.m. period, on July 4 increases its time to a half-hour to resume its *Silver Theatre* series, formerly on CBS from 1937 to 1942.

The program will again feature original dramas by well-known actors and actresses and will continue to promote International Sterling and 1847 Rogers Bros. Silverplate on 59 CBS stations.

With the increase in time by International Silver Co., Welch Grape Juice Co., will shift its *Dear John* series, starring Irene Rich, from 6:15-6:30 p.m. Sundays on CBS to the earlier Sunday time of 5.45 p.m., continuing to use 66 CBS outlets. H. W. Kastor & Sons, Chicago, is the Welch agency, while Young & Rubicam, New York, handles the International Silver account.

Gordon to Compton

JOHN GORDON, former radio director of Needham, Louis & Brorby, Chicago, last week joined Compton Adv., New York, as assistant to Storrs Haynes, head of the agency's radio department. He will supervise non-serial shows. He joined Ruthrauff & Ryan, New York, in 1933, later becoming radio publicity director and a producer. He joined Needham, Louis & Brorby in 1941.

KENO Joins BLUE

KENO, Las Vegas, Nev., on June 15 joined the BLUE as a bonus outlet with the network's Mountain Group, bringing the total BLUE affiliates to 158. Owned by the Nevada Broadcasting Co., KENO operates fulltime on 250 watts, 1400 kc.

Cooperation of Press Urged in Bringing Facts to Public to Protect Free Radio

EDITOR, BROADCASTING:

A rousing cheer for BROADCASTING'S recent editorial, "Fact Against Talk".

As you state, broadcasting may very possibly sacrifice its freedom unless we act forcibly and at once.

The freedom of our industry is not only of great importance to us, and our advertisers, but more important, is a vital matter to all true lovers of democracy. Radio is the most powerful instrument of propaganda in the world today, and a controlled radio can reflect but one type of politics—that of the party in power. Radio can be, and has been, used to destroy economic and political systems—to build dictatorship. Free radio must be preserved.

Public Concerned

Congressional lobbies for a revision of our radio laws are quite necessary, yet why not go one step further? Put the case before the public—they are directly concerned.

Pericles was one of the first to realize the vast latent power of the populace; and if aroused to action, the public will save the day. Men are dying abroad in the cause of freedom. Hence it is highly probable that those here at home, once given a true understanding of events, will prod Congress to act. As you are aware, bureaucrats must bow to an avalanche of public opinion. I say, *take our case before the people, it's their fight.*

Unfortunately, though possessed of the ideal medium, station owners are forbidden to take an editorial stand. Therefore, secure the wholehearted cooperation of the press—get them to present the facts to the nation. The press is gravely concerned with our plight and should back us to the limit.

Editorials can be of great help, but all too many readers scan the headlines, consult the sports page, and look at the funnies—ignoring editorials completely. Let's suggest the newspapers employ "PM" tactics and use front page stuff.

We will get action if we present the facts to the public—remember they are fighting for freedom.

WINSLOW T. PORTER,
77-12 35th Ave.,
Jackson Hgts., L. I., N. Y.

XUM

House Kills OWI Domestic Air Fund

20-Fold Jump Planned In Shortwave by Next Year

IN A SURPRISE move late Friday, the House 218-114 cut off the entire appropriation for the Domestic Branch of the Office of War Information. Previously the House, in Committee of the Whole, had voted 156-80 to cut off the fund.

After Elmer Davis, OWI chief, was lambasted as a "propaganda minister," the House, under the spur of Rep. Starnes (D-Ala.), voted to kill the OWI's domestic operation. The measure, however, has yet to go to the Senate. Unless the unexpected happens, however, the fund is expected to be restored there.

The Domestic Branch includes the Radio Bureau, headed by Donald Stauffer. Present director of the Branch is Gardner Cowles Jr., Iowa publisher-broadcaster, who leaves June 25. His successor is Palmer Hoyt, publisher of the *Portland Oregonian*, which operates KGW and KEX.

It is understood that Mr. Davis conferred with President Roosevelt Thursday in an effort to enlist aid for his embattled budget. The House Committee had clipped $12,870,000 from his requested $47,342,000, granting $22,500,000 of $27,000,000 asked for Overseas activities, but at the same time slicing the Domestic Branch by more than a third to $5,500,000 of its $8,865,000 request. Mr. Davis says no real savings can be made in the Domestic Branch since the work will have to be done by other agencies.

War will bring a 20-fold increase in the volume of America's international radio voice by 1944, Joseph Barnes, deputy director for Atlantic Operations of the OWI Overseas Branch, said in testimony made public by the House Appropriation Committee last week.

According to Mr. Barnes' statement, completion of OWI's program for 22 additional shortwave transmitters will result in 48,400 kilowatt-hours of international broadcasts in 1944, compared with 2,698 in 1940. The nation's progressive shortwave output, Mr. Barnes said, was 2,698 in 1940; 6,670 in 1941; 10,480 in 1942; 19,350 in 1943. This, according to Robert E. Sherwood, director of the Overseas Branch, is only about one tenth the output of the Germans and Italians.

Nets Get $300,000

OWI asked $1,800,000 for its shortwave activities, of which $1,500,000 was allotted for leasing shortwave equipment now in the hands, or soon to be in the hands, of commercial licensees. The remaining $300,000 is to cover programming expenses for special projects carried out by NBC and CBS, Mr. Barnes explained.

Grilled by Rep. Wigglesworth (R-Mass.), Mr. Barnes defended OWI's contracts with the international broadcasters. Questioning the $300,000 payment to CBS and NBC, the Congressman had remarked: "I thought the radio stations had been ready and willing to contribute on a patriotic basis what they could for the war effort."

Mr. Barnes replied: "Even under this contract, I think it can safely be said that they are still contributing on a patriotic basis to a large extent."

Cost Contracts

Cooperation of the broadcasters was defended by Milton S. Eisenhower, who has since resigned his post as associate director of OWI. Mr. Eisenhower pointed out that international broadcasts had been carried on at a loss, and probably would not have continued if the Government had not taken over the facilities. He maintained the $1,800,000 did not represent a profit to the operators. "It pays their engineering costs, the cost of maintaining the station, of energizing them and so on," he said.

Mr. Barnes supplied the Committee with the following summary of shortwave rentals:

Short wave rental contracts

Transmitter	Number of months	Annual total
Associated Broadcasters, Inc.:		
KWID	12	$129,600
KWIX	12	57,000
Total		187,200
Columbia Broadcasting System:		
WCRC, WCBX, WCDA	12	138,457
Brentwood (1)[1]	11	51,337
Wayne (1)[1]	9	46,512
Wayne (2)[1]	9	42,003
Los Angeles (1) and (2)[1]	6	50,802
Total		329,110
The Crosley Corporation:		
WLWO	12	65,136
WLWK	12	58,404
Mason (1)[1]	3	24,000
Mason (2)[1]	2	16,000
Mason (3)[1]	3	24,000
Total		187,540
Gentral Electric Co.:		
KGEI	12	62,352
WGEA: WGEO	12	140,556
Belmont (1)[1]	0	
Schenectady (1)[1]	9	49,203
Total		252,111
National Broadcasting Co.:		
WRCA: WNBI	12	82,524
Boundbrook (1)[1]	4	14,936
Boundbrook (2)[1]	6	20,004
Boundbrook (3)[1]	6	20,004
Boundbrook (4)[1]	6	20,004
San Francisco (1) and (2)[1]	6	50,802
Total		208,274
Westinghouse Radio Stations, Inc.:		
WBOS	12	64,788
Saxonburg (1)[1]	7	48,062
San Francisco (1) and (2)[1]	7	59,269
Total		172,119
World Wide Broadcasting Corporation:		
WRUL: WRUW: WRUS	12	84,468
Scituate (1)[1]	12	80,004
Total		164,472
Grand Total		1,500,826

[1] New transmitters; cost and number of months estimated.

He explained that the OWI and CIAA jointly had agreed to pay NBC $370,598 for the services of 90 engineers, script writers, announcers and other personnel. OWI's share would be $149,108 for 31 daily 15-minute live programs, and an additional 15 recorded programs. CBS would get from the two agencies $520,468, covering a staff of 108. OWI's share, for 33 daily 15-minute live programs, and 14 recorded, would be $159,218.

In his statement to the committee, Mr. Sherwood said that day and night, around the clock, "The Voice of America" was sending 3,200 programs a week around the globe. These programs are broadcast in as many as 40 languages, he said.

In addition to broadcasts from this continent direct to enemy territory, Mr. Sherwood revealed that 105 programs a week originating in New York are rebroadcast by medium wave through BBC. Many more programs will be rebroadcast medium wave through our new stations in North Africa, he said.

17 In East

OWI officials told the Committee that 17 transmitters, 12 of them standard shortwave stations, and five common carriers, are used by the Atlantic Radio Bureau. The Pacific Bureau has four transmitters, two standard commercial and two common carrier. The Pacific Bureau anticipated addition of three transmitters, and an increase from 145 to 317 hours from San Francisco weekly.

"The radio program is in a sense the continuing backbone of the whole propaganda job overseas," Mr. Barnes told the committee. Comparing his job to that of the Creel Committee, Government propaganda agency of World War I, he declared, "It is the one great distinction between our job and the job Mr. Creel did, because voice radio was not available a generation ago."

In addition to the shortwave broadcasts, Mr. Barnes said, OWI sends transcriptions and recordings to some 30 points all over the world for local broadcasts. The Overseas Branch requested a quarter million dollars for purchase of time. Most of this would be spent in Turkey, it was revealed, although some was for Cairo and Switzerland.

In the course of testimony, Mr. Barnes admitted that the great increase in shortwave facilities would not be felt for several months but when the expansion begins "it will be very marked."

He estimated that the Germans had almost 200 transmitters, and said that the Japanese had taken over Radio Batavia, Radio Singapore, and all the transmitters in the captured South Pacific area intact. He said, moreover, that the Axis was still building equipment.

In addition to the new transmitters OWI will place in operation, Mr. Barnes said the agency plans to improve existing installations by reconstruction of antennae. He said the most selective, and therefore effective transmitter now in use, is the Press Wireless transmitter which has been adopted to voice use and beamed on North Africa.

New 50 kw. Transmitter In North Africa for OWI

A NEW 50 kw. "Voice of America" went on the air from North Africa last week, beaming programs in French, Italian, English and German to the European continent. The new station, operated by the OWI Overseas Branch, is using the former WABC transmitter from Wayne, N. J.

This station, the first new powerful transmitter set up since the arrival of American troops, joins other United Nations radio facilities centrally programmed by OWI. Until now, OWI has been using two 10 kw. shortwave and a 12 kw. medium wave transmitter from Algiers, and two 12 kw. shortwave and a 25 kw. medium wave transmitter from Rabat, French Morocco.

OWI Allocates Transmitters For Shortwave Broadcasting

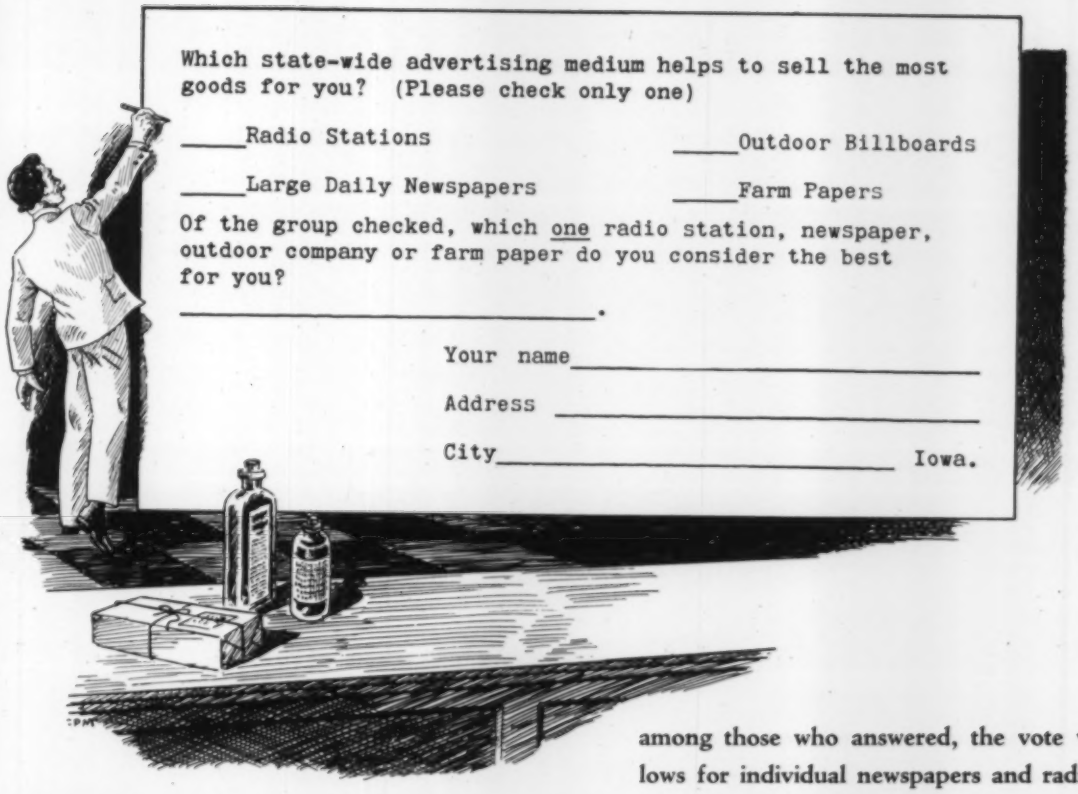
FOUR EACH of the 22 additional shortwave transmitters contemplated by OWI to round out Uncle Sam's heavy artillery in the battle of the international airwaves are slated to go to Crosley Corp. and NBC, J. O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch, said Friday.

Mr. Weldon, in charge during the absence of Murry Brophy on sick leave, said that allocation of the transmitters among present shortwave operators has not been completed, nor has their location been definitely determined, although present plans call for concentration on the Atlantic seaboard. In addition to four transmitters each for Crosley and NBC, OWI has tentatively assigned three to CBS, two each to General Electric and Westinghouse, and one each to Associated Broadcasters and World Wide Broadcasting. Six unassigned transmitters will be divided among these licensees.

Beamed Abroad

OWI planned last fall to put 22 additional shortwave stations in operation by July, 1944. [BROADCASTING, Oct. 3, 1942]. This will mean a total of 36 shortwave stations beamed abroad to carry OWI and CIAA programs. The OWI plan, as approved by the engineering subcommittee of the Interdepartmental Planning Committee comprised of OWI, FCC and CIAA, provided for operation of the new stations by present shortwave licensees, with a minimum of

(*Continued on page 52*)


Which state-wide advertising medium helps to sell the most goods for you? (Please check only one)
_____Radio Stations
_____Outdoor Billboards
_____Large Daily Newspapers
_____Farm Papers
Of the group checked, which one radio station, newspaper, outdoor company or farm paper do you consider the best for you?
_____.
Your name_____
Address _____
City_____ Iowa.

IOWA DRUGGISTS SHOW ADVERTISING PREFERENCES!

● A few months ago the Iowa Pharmaceutical Assn. decided to find out *what advertising media its members preferred.*

So a return postcard exactly like the above was sent by the Association to 1,251 Iowa drug stores.

Results:

For Radio Stations	87.4%
For Daily Newspapers	7.8%
For Farm Papers	4.5%
For Billboards	0.3%

But note that the second question enabled each druggist to vote for *one individual medium* as his choice from the entire field of advertising possibilities. Some druggists left this question blank. But among those who answered, the vote was as follows for individual newspapers and radio stations:

For Station WHO	61.9%
For Radio Station "B"	13.1%
For Newspaper "B"	1.5%
For Radio Station "C"	3.5%
For Newspaper "C"	0.9%
For Radio Station "D"	2.8%
For Newspaper "D"	0.6%
For Radio Station "E"	2.2%
For Newspaper "E"	0.6%

—and no other *individual* radio station or newspaper got as much as 1.5%.

In other words, Station WHO got nearly five times as many "first choices" as any other medium in Iowa.

Let us send you a copy of the complete Survey analysis. It gives all figures, but points no "moral"! Write us direct, or ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Lewis Resigns From OWI Post

Former CBS Vice-President In Govt. Since Sept. 1941

RESIGNATION of William B. Lewis, former CBS vice-president, as assistant director of the Domestic Branch, was announced by OWI Director Elmer Davis last week. Mr. Lewis had been active in Government war radio work since the formation of the Office of Facts and Figures in September, 1941.

Mr. Lewis

Starting with OFF, Mr. Lewis later became chief of the OWI Radio Bureau, and in January, 1943, was made assistant director of the Domestic Branch with authority over several bureaus. In the course of these duties he became involved in a widely publicized disagreement over policy with several prominent OWI writers, resulting in the resignation of the writers.

Mr. Lewis originally went to OFF at the suggestion of Mayor LaGuardia of New York, who was active in its formation. Shortly after Archibald MacLeish, poet-Librarian of Congress took charge, Mr. Lewis was designated by President Roosevelt to set up the OFF radio division as a clearing house for the confusion of war programs that flooded stations shortly after Pearl Harbor.

When OFF was absorbed by OWI, Mr. Lewis and his organization went over intact. Mr. Lewis continued to devote himself exclusively to radio until his January promotion, when he was specifically assigned to reorganize several OWI bureaus.

In announcing the resignation, Mr. Davis said "we very much regret to have Mr. Lewis leave, but he feels he has essentially completed his most recent assignment. He has been in Washington since the early fall of 1941 and has earned a respite." Mr. Lewis said he expects to take a rest for at least 60 days.

After nine years in the advertising business, Mr. Lewis joined CBS in 1935 as commercial program director. Two years later, he was CBS vice-president in charge of all broadcasts. His successor at OWI has not been named.

Pond's Spots

LAMONT, CORLISS & Co., New York, which starts a series of quarter-hour *Sunday Evening Beauty* talks by Eleanore King on eight CBS Pacific stations July 4, is also conducting a campaign for Pond's creams consisting of one-minute transcribed announcements on 14 stations throughout the country. The spots started April 19 on most of the stations, and the company plans additional radio this fall after the original 13-week series terminates. Agency is J. Walter Thompson Co., New York.

STARS AND SPONSORS gathered after premier of *Calling America*, new Sunday evening CBS program presented by E. R. Squibb & Sons. (L to r) B. B. Geyer, president Geyer, Cornell & Newell agency; C. M. Van Kirk, Squibb vice-president; Victor Ray, conductor; Eleanor Larsen, agency radio director; Bob Trout, ace war reporter and m.c.; Walter Cassel, singing star, and Carlton H. Palmer, Squibb board chairman.

CBS Outlets Open Drive to Bar Hitch-Hike, Cow-Catcher Spots

A NEW CAMPAIGN to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs to protect radio as an advertising medium and preserve "highest possible program standards" has been launched within the industry by network affiliates.

The first new move in this direction came June 8 in Omaha, at a meeting of members of district 7 of the CBS planning and advisory board. Arthur B. Church, president of KMBC, Kansas City, as the CBS advisory representative for the district, was instructed to present the recommendation to officials of CBS, other members of the advisory board, and members of the advisory committees of the other major networks.

This subject previously had been agitated by Independent Radio Network Affiliates, now dormant. With the formation during the last two years of advisory committees and boards by the nationwide networks, IRNA's former activities in this sphere were regarded as unnecessary.

Following is the full text of the resolution adopted at the Omaha meeting:

The members of District 7 of the CBS Planning and Advisory Board meeting at the Fontenelle Hotel in Omaha, June 8, 1943, realizing that the future of the American system of radio in a large measure depends on proper self-regulation from within the industry itself; and that certain advertising practices have long been recognized by serious-minded broadcasters as being detrimental to good radio programming; therefore, be it resolved that Arthur Church, as the CBS advisory representative of District 7, is hereby instructed to present the following recommendation to the officials of the CBS; other members of the Advisory Board, and the members of the Advisory Committee of the other major networks. Be it resolved that the CBS affiliates of the 7th District urge all necessary measures be taken as soon as possible for the elimination of so called "cow-catcher" and "hitch-hike" announcements on sponsored programs—and specifically that CBS officials explain to agencies and advertisers the necessity in this respect of protecting radio as an advertising medium and preserving the highest possible program standards in the public interest.

Pacific War Conference Discussing Net Rules

WITH approximately 300 agency, network and station executives from all parts of the West Coast in attendance, the three-day Wartime Emergency Conference of Pacific Advertising Assn. opens in the Fairmont Hotel, San Francisco, today (June 21). R. G. (Bud) Landis, president of San Francisco Adv. Club and advertising director of Shell Oil Co., is to welcome delegates.

Radio departmental, scheduled for June 23 under chairmanship of Ralph Brunton, president of KQW-KJBS, San Francisco, will be in the form of a breakfast roundtable on the new FCC rulings. Participants are to include Miller McClintock, president of Mutual; Donald W. Thornburgh, CBS West Coast vice president; Sidney N. Strotz, NBC western division vice-president; Don E. Gilman, BLUE West Coast vice-president. Mr. McClintock is also to be principal speaker at the luncheon meeting on that day. His topic of discussion will be "What Can Advertising Do To Insure a Sound Post-War Economy?"

Canada Outlet Delayed

EQUIPMENT priorities are delaying opening of the Canadian Broadcasting Corp. shortwave station now being built at Sackville, N. B., for another 14 months. Rene Morin, chairman of the board of governors of the Canadian Broadcasting Corp., told the Parliamentary Radio Committee at its first sittings for 1943 at Ottawa last week. Equipment is coming from the United States. The station will operate in consultation with the Department of External Affairs.

BLUE SALE RUMORS ARE UNCONFIRMED

RUMORS flew thick and fast last week about sale of the BLUE Network to one of a number of current negotiators and bidders. No confirmation, however, was forthcoming from BLUE headquarters.

A number of active bidders for the network have conferred with Mark Woods, BLUE president, in recent weeks, it was reported. These, however, were characterized as continuing negotiations in progress for many months. Ultimately the BLUE will be sold by RCA, by virtue of the FCC regulation banning dual network operation, which has been postponed indefinitely to eliminate "forced sale".

It is expected that under any sales arrangement made, affiliated stations will participate in some measure in the network ownership and operation. The affiliates will be consulted on any such transaction. Moreover, FCC approval will be entailed, not in the sale of the network itself, but by virtue of the license of the three BLUE owned stations—WJZ, WENR and KGO—which will require approval.

WLW Session on Sales Is Staged in New York

SEMI-ANNUAL sales meeting usually staged by WLW, Cincinnati, at its home offices was held last Friday and Saturday in New York at the Hotel Ambassador with those present including executives of the station and representatives from the Chicago and New York branch offices, as follows: James D. Shouse, vice-president in charge of broadcasting; R. E. Dunville, vice-president and assistant general manager; Harry M. Smith, sales manager, and his assistant Harry Flaig; William Robinson, sales representative; Miss B. Strawway, director of the merchandising department; M. F. Allison, director of promotion, and Arthur Griffis, head of marketing analysis. From Chicago, representatives included Dewey Long, George Clark and Charlie Kennedy, and from New York, Warren Jennings, Eldon Park, George Comtois and Bernie Musnik.

Judy Canova Replacing Al Jolson for Summer

COLGATE-PALMOLIVE-PEET Co., Jersey City, on July 6 replaces for 13 weeks the *Al Jolson Show* with a new variety type program titled *Judy Canova Show* on 75 CBS stations, Tuesday, 8:30-8:55 p.m. (EWT), with West Coast repeat, 9-9:25 p.m. (PWT). List of stations will be increased to 115 with broadcast of July 20. Talent is now being lined up, with Miss Canova, comedienne, and Mel Blanc, comedy character actor, signed.

It is anticipated that Gordon Jenkins will be musical director and Ken Niles, announcer. Jack Douglas and Don Prindle have been signed as writers, with Bill Lawrence producing for Sherman & Marquette, Chicago. Stuart Sherman, agency radio director, was in Hollywood to outline program format and sign talent. Sponsor has taken a three-year option on the show, and will probably continue it as a supplementary to the Al Jolson program when the latter resumes in fall.

CROP MONEY COMING IN!

NASHVILLE is the buying center of Tennessee's richest farming area, now beginning to cash in on the biggest money crops in its history.

Nashville's war industries and manufacturing of all sorts continue at top speed. Business here is on a general boom.

You can cover this market now with one tested medium—Radio Station WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Brown Denies Grading Injures Brands

Competitive Protection In Peace Reversed During War

FEAR that value of brand names will be lessened by use of standards or labeling requirements is pure surmise, Price Administrator Prentiss M. Brown told Rep. Boran's (D-Okla.) subcommittee of the House Interstate & Foreign Commerce Committee, investigating OPA standardization activities. The subcommittee heard OPA officials last week and will resume June 23.

Mr. Brown denied "individual officials in OPA are out to use price control to change the American system of free enterprise." "In peacetime," he said, "the same play of competitive forces which keeps prices down and makes Government price control unnecessary, keeps quality standards high." Under wartime conditions of scarcity, he continued, the process operates in reverse.

"The consumer often has to accept anything that he can get at the store. That means that whenever some manufacturers begin to reduce quality, others are seriously handicapped unless they do likewise. Too often general quality deterioration results. That is why wartime price control must set standards in the interest of business itself."

"The question of labeling," Mr. Brown continued, "does not arise until it is practicable to tie in prices in some way to quality standards." When uniform dollars and cents prices are fixed in terms of standards, he said, some method must be found to tell the consumer what is the correct price for the quality for which the price is fixed.

He said that of 290 existing standards in price regulations only 41 were developed by OPA.

To date, the Price Administrator said, there are 29 OPA regulations that call for grade marking. He denied that this in any way impairs the value of brands or trade names, and said that physical difficulties in fixing grades place a limit on what it is possible for government agencies to accomplish in this field. He added, however, that "a clear case for dollars and cents pricing on the basis of prescribed quality standards exists whenever WPB or some other government agency issues a simplification or standardization order."

FM Broadcasters Inc. Asks FCC for Alphabetical Calls

Post-War Problems Are Discussed in Detail at New York Meeting Held by Association

FM BROADCASTERS Inc. has sent a formal petition to the FCC asking that alphabetical call letters be assigned to FM stations instead of the present calls, made up of a combination of figures and letters indicating the frequency and location of the station. Petition cites the failure of the present calls to win public acceptance and further points out that an FM broadcaster might spend years building up his call only to have it changed if his station is assigned to a new frequency.

Petition was drafted by the board of directors of FMBI at a meeting in the Ambassador Hotel, New York, last Wednesday, presided over by Walter J. Damm, W55M (WMTJ), Milwaukee, FMBI president. In addition to the organization's directors, the meeting was also attended by some 30 members of the association. This plan of opening up the board meetings to any FMBI members within reach and who may want to attend was considered so successful that it was made a continuing policy of FMBI to apply to all future board meetings. Next meeting will be held Aug. 3 in Milwaukee.

Post-War Issues

Meeting was devoted largely to a discussion of post-war planning, arising from an invitation from the Institute of Radio Engineers to FMBI to participate in a radio post-war planning board. FMBI resolved that when a single industry post-war planning agency is established it will join this group and give it full support, but that meanwhile FMBI will not become affiliated with an agency sponsored by the IRE or the RMA or any other individual organization.

E. K. Jett, chief engineer of the FCC, attended the meeting and most of the afternoon was given to discussing the questions about post-war allocations and standards which he presented in an article in BROADCASTING, April 26. Group took no formal action on any of these technical questions, but the general opinion was that the present FM allocation band, from 45 m.c. to 50 m.c., is all right, but that it should be expanded. No protests to this view were made by representatives of any of the companies who are also active in television broadcasting, it was reported, although expansion of the present FM band would mean the assignment to FM of at least part of the lower television band.

Increase in Limit

The group was in general agreement that the present 50 microvolt ratio limit ought to be increased to 100 microvolts or more. The present system of FM allocation on the basis of trade areas was also discussed, as were other technical points.

John Shepard 3d, W39B, W43B (Yankee Network), former president of FMBI, was elected to the board of directors, replacing Jack DeWitt, W47NV (WSM) Nashville, who is now in the Signal Corps. All directors of the association, except Walter Evans, Westinghouse radio stations, attended the meeting.

FORD MOTOR PLANS NEW MUSIC SERIES

FORD MOTOR Co., Detroit, which a year ago decided that a seven-weekly network news program was the best method of conveying its institutional message to the American people, is changing its policy July 11, switching from the *Watch the World Go By* series with Earl Godwin on the BLUE to a musical series on the same network.

Godwin, who has been heard Sunday through Saturday on the full BLUE network, 8-8:15 p.m., will be discontinued July 10, while for the new musical program, the daily time schedule will be altered. Ford is expected to spend the same amount for the new program as it has in the past year. Effective July 11, the Ford schedule will be Sundays 8-8:30 p.m., and Monday, Wednesday, Friday and Saturday, 8-8:15, thus discontinuing the Tuesday and Thursday broadcasts. Format of the musical program is now being decided. Agency is Maxon Inc., Detroit.

Jamieson Named

DONALD B. JAMIESON, formerly with the law firm of Robertson & Castle, Honolulu, Hawaii, has been named assistant to Robert E. Swezey, legal counsel of the BLUE. Mr. Jamieson is a graduate of Harvard Law.

AFM Names Gamble

THOMAS F. GAMBLE, formerly first assistant to James C. Petrillo, president of the American Federation of Musicians, has been made treasurer of the union, succeeding Harry E. Brenton, who has resigned because of ill health, the AFM announced last week. Harry J. Steeper of the headquarters staff moves into Mr. Gamble's former post and A. Rex Riccardi, secretary of the AFM local in Philadelphia, becomes one of the assistants to the president. Herman D. Kenin of Portland, Ore., has been made a member of the AFM executive board, succeeding Mr. Riccardi who resigned from the board following his acceptance of the post on the president's staff.

Coal Disc Series Still on the Air

Answer to Petrillo Objection Now in Mill at Interior

TRANSCRIPTIONS made available by the Interior Dept. to coal dealers for sponsorship on local stations, in connection with the "Buy Coal Now" campaign, are being broadcast in 300 areas despite James C. Petrillo's request last week that the discs be pulled off the air [BROADCASTING, May 22, June 14]. Meanwhile Shannon Allen, director of Interior's radio studios, was understood to be preparing a written reply to the union leader.

According to a department spokesman, the nation's bituminous coal needs for the year have been placed at 600 million tons, which means that coal must be kept moving out of the mines during the summer months when production normally is down. The transcribed messages urging home owners to order coal during the summer will continue on the air and are still available for sponsorship by coal dealers and dealer associations.

Slump Avoided

Promotion for summer coal buying, which includes spot announcements on time donated by stations in connection with OWI allocation plans, as well as the sponsored discs, has prevented a seasonal coal production slump. Despite the still smoldering strike situation, 6-day weekly output at the mines has kept sufficient coal on hand to meet current orders stimulated by the campaign.

Present plans call for a continuous consumer education program, using radio and other media, throughout the summer. Coal dealer contracts on many stations still have a number of weeks to run. The OWI series of announcements ended last week. Two weeks of OWI spots are scheduled for midsummer, and two or three weeks for early fall.

REPUBLIC PLACES SPOTS FOR TRYOUT

A LIMITED user of radio for film promotion, Republic Pictures Corp., New York, appears to be falling in with the movie industry's general trend towards broadcast advertising, although the policy is for the moment one of experimentation. The company's spot schedule for Roy Rogers, cowboy singer [BROADCASTING, June 14], had been placed on some 40 stations by last week, with more to be added, the drive to be extended beyond a month's duration if successful.

A second drive is being lined up for "Someone to Remember" which premieres in St. Louis July 8.

ADAM HAT STORES, New York, which has been using the BLUE since 1937 for fight broadcasts, last week signed for a regular quarter-hour series to start Sept. 17 in the Tuesday 8-8:15 p.m. spot on a network of 138 BLUE stations. Format has not been announced. Glicksman Adv., New York, is agency.

XUM

at home in home-town America

EVERY EXPEDITION into home-town America—those markets beyond range of regular, 32-city research—winds up right in Mutual's backyard. Here is where three-quarters of all U. S. radio families live, tuning habitually to the home-town station in preference to super-power strangers located miles away. And here Mutual provides far more home-town stations than any other network. Fully 120 markets are served, from within, by Mutual alone, compared with 56, 45, and 37, respectively, for the other networks.

Crossley is now making a continuing study of this advantage, and the score is already tabulated for six programs broadcast in 23 home-town markets. In each one, Mutual has the only network outlet, though each market lies in the designated primary coverage area of one or more competing 50,000-watters. Home-town ratings for these Mutual programs are *37% to 190% higher* than the "national" ratings obtained in four-network cities!

Whether your message is for the entire nation, or for only selected sections, Mutual assures you a warm welcome throughout home-town America.

THE MUTUAL BROADCASTING SYSTEM

Censorship Council Says Code Offers Ample Time for Groups

No Changes in Provisions of NAB Code Proposed At New York Session Held by Freedom Committee

SATISFACTION that the NAB Code "provides ample opportunity for labor and other organized groups to get on the air" was expressed by the Radio Committee of the National Council on Freedom from Censorship last Thursday, at the conclusion of an extended discussion with the Code Compliance Committee of the NAB on the general subject of broadcasts by unions and other labor groups. The NCFC committee made no recommendations for changes in the present NAB Code.

No Formal Action

Although these discussions were the chief business of the two-day meeting of the Code Compliance Committee, held at the Hotel Roosevelt, New York, June 16-17, the group also met with the Inter-Faith Radio Committee of the National Conference of Christians & Jews Inc. to discuss the proposed recommendation for religious broadcasting which the National Conference is planning to submit for the guidance of all religious organizations using or considering using radio. The NAB Committee took no formal action, but gave the Inter-Faith group the benefit of their experience as practical broadcasters in discussing its proposals.

The Code Committee appointed a sub-committee, comprising Lee Wailes, Westinghouse Radio Stations, chairman; William S. Hedges, NBC, and Jan Schimek, CBS, to pass on a petition to be presented to the FCC asking that Regulation 3.422, defining "legally qualified candidates," be restored to its original form. FCC regulations require that if a station permits "any legally qualified candidate for public office" to use its facilities it must afford equal opportunities to all other such candidates.

Candidate Defined

In its present form Regulation 3.422 reads:

A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who (a) has qualified for a place on the ballot or

(b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a *bona fide* candidate for nomination or office, as the case may be.

Objecting to this definition, the committee proposes that it be amended to that formerly used by the FCC, which read:

A 'legally qualified candidate' means any person who has met all the requirements prescribed by local, state, or federal authority as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

The committee expressed the feeling that the defects in the present definition should be remedied as soon as possible, and in any event before the 1944 political campaigns get under way.

Union Air Rights

Conversations with the radio committee of the National Council on Freedom from Censorship, carried on at luncheon sessions on Wednesday and Thursday, were based on a letter written by this group to the NAB, raising questions of the rights of trade unions to buy time on the air for the explanation of their philosophies and purposes and the solicitation of membership; the use of sustaining time by labor groups, and discussing how labor can best use radio to present its claims to the public.

Pointing out that such questions can be answered only for specific cases, with full knowledge of all the circumstances, the Code Committee told the NCFC committee that the final answers are up to the individual station. As William Quarton, WMT, Code Committee chairman, explained, "the NAB Code is advisory, likewise any action of the NAB Code Compliance Committee." At the conclusion of the sessions, Thomas R. Karskadon, chief of the Education Dept., 20th Century Fund, and chairman of the NCFC radio committee, issued the following statement:

"The NAB Code, as now written, provides ample opportunity for labor and other organized groups to get on the air. No changes are recommended. The basic principles of broadcasting are adequate to insure labor's representation. The application of these principles presents the only difficulty, for it involves the definition of controversial subjects and acceptance of program material by local station management.

"Our committee intends to advise labor and other organizations of these opportunities for broadcast privileges and how to take better advantage of them. At the same time we shall continue to work with the NAB, particularly through the Program Managers' Executive Committee, to improve understanding."

In addition to Mr. Karskadon, the NCFC radio committee includes: Morris Novik, manager, WNYC, New York; Roger Baldwin, director, American Civil Liberties Union; Dr. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U.; Morris L. Ernst, attorney; Norman Thomas; Thomas Stix, talent representative; Harriett Pilpel, attorney.

NAB Code Compliance Committee, in addition to Chairman Quarton, comprises: Neville Miller, NAB, ex-officio member; Grant F. Ashbacker, WKBZ; William S. Hedges, NBC; Felix Hinkle, WHBC; Herbert Kendrick, WJLS; Jan Schimek, CBS; Lee Wailes, KYW, all in attendance, and Eugene O'Fallon, KFEL, and Arde Pangborn, KEX, who did not attend. Willard Egolf, assistant to the president, NAB, acted as secretary of the meeting in place of Russell P. Place, NAB general counsel, who entered the armed services on Wednesday.

Swingshift Series

REVERSED living habits of radio listeners due to work in war industries has brought forth a new program policy by KFR, Seattle, for the midnight to 6 a.m. period. Program Director John Pearson is now using this shift to rebroadcast some of the most popular daytime and evening shows, including public service shows like *The Treasury Star Parade.*

Rep. Rodgers Charges 'Subtle Coercion' In Getting Networks for Elmer Davis

CHARGE that a "subtle bit of coercion" was employed to procure the combined network hookup for Elmer Davis' weekly commentaries as director of OWI was made on the House floor last Thursday by Rep. Rodgers (R-Pa.).

Pointing out that heretofore only the President was accorded the privilege of all networks, Mr. Rodgers said that now every Friday night, from coast to coast, "many of our citizens are being deprived of listening to programs more to their liking" because Mr. Davis "feels it necessary to use all major radio networks to interpret the news." He said it was hard for him to believe that the networks consider Mr. Davis "so far superior to their own commentators" as to afford him the combined networks.

He added the OWI head is an ex-staff CBS commentator and presumably will return to that network at some future date. "Is it conceivable that NBC, BLUE and Mutual would voluntarily lend their facilities to building up his reputation?"

A 'Whipping Boy'

"We do know, however, that the very life of radio depends upon the whims of a bureaucratic FCC. We do know that Chairman Fly, of that Commission, has made a whipping boy of the radio broadcasting industry, and we do know that the United States Supreme Court, in a recent opinion delivered by the arch-New Dealer, Justice Felix Frankfurter, sustained the FCC's effort to control every phase of the industry. With a stroke of a pen, the smart boys down at the FCC can effectively destroy a radio investment of thousands, by revoking a station's license.

"We have already seen that same FCC step in and say to the National Broadcasting Co.: 'You must dispose of one of your networks, either the Red or the Blue,' and NBC got rid of the Blue. At the same time the Commission regulated the business practices of the broadcasters and got by with it, in spite of the clear intention of Congress, in enacting radio legislation, to confine the Commission's authority to little other than frequency allocation.

"And because of this life-or-death hold of the FCC on the industry, it is logical to assume, in the interest of self-preservation that the networks and radio stations will jump through hoops when told to do so by the New Deal bureaucrats. I do not condemn the broadcasters—I realize that they can do little else and live.

"Now that, Mr. Chairman, seems to add up in my school.

"And I very much suspect that when somebody, if not in the OWI at least in the Federal service, coyly suggested, and may I repeat the word 'suggested,' because that is all that would have been necessary, the brow-beaten radio men groaned inwardly, but outwardly probably managed a sickly smile and said 'Yes.'

"That is probably why each Friday evening the voice of the New Deal propaganda ministry comes through your loudspeaker to present what its director calls facts. We often twist our dials to another staion and there he is again. Once more we try with the same result and unless we want to listen to the Davis facts, we must turn off our receiver. Maybe, after all, it is better to turn out the lights and go to sleep."

Rep. Short (R-Mo.), in a statement last Friday also attacked Mr. Davis' combined network broadcasts, asserting that "he has commandeered all four of the national networks once each week so that he can personally overcome the 'inadequacy' of the radio newscasters. And, following the same pattern, he presumably would now like to do the same thing with the press."

Rep. Short said Mr. Davis has become "afflicted with that nationally recognized disease known as New Dealitis." He ascribed to Mr. Davis "left-wing affiliations," declaring he had been an "active leftist politician in New York."

Denver's Retail Trading Area Is

20TH IN THE U.S.

IN SALES IMPORTANCE

● Twentieth among the 187 major retail trading areas of the United States! That's how the Denver area ranked in total retail sales in 1942 (Sales Management estimate).

Its rank of 20th on the list of sales-important markets qualifies the Denver market for a "must" place in any selling plan, whether one hitting merely the high spots, or one of truly national scope.

Denver and the Rocky Mountain region are busy today as never before manufacturing, mining, and farming for victory . . . training fighters for all branches of the armed forces in a host of military establishments . . . earning and spending more money than ever in history. Sales volume for the first four months of 1943 was 23% ahead of the same period last year (U. S. average, 15%).

Denver's 100-county trading area is the largest in square mileage in the U. S., but 86% of its sales are transacted in KLZ's 65-county primary coverage area. KLZ penetrates this market, according to the CBS 1942 Coverage Audit, to a depth of 1,254,937 family-listening-days-per-week . . . a selling force of such mass and weight as to make selling in the nation's 20th market exceptionally economical and profitable.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ✱ REPRESENTED BY THE KATZ AGENCY, INC.

XUM

Radio–Help Finder for War Plants

Nut and Bolt Firm Pays Tribute for Fine Program Job

By M. E. JENSEN
Personnel Director
Pheoll Mfg. Co., Chicago

ONE OF RADIO'S little-heralded but important wartime roles centers in its power as an employment agency. Shipyards, foundries, airplane plants and many others—all have turned to radio for help in attracting people to their plants. Pheoll Mfg. Co., Chicago, making screws, bolts and nuts, is typical. Radio is providing the needed workers—and good ones too. More than three out of four applicants are hired. Furthermore, they are making excellent employes according to Mr. Jensen, and he ought to know because he is Pheoll's Personnel Director.

WE WISH to pay our respects to the radio industry for its ingenuity and its ability to know the right answer at the right time. At various times we had read articles regarding the power of radio, but never did we think we would have any occasion to use it.

Then came the war, and the call for more and more material, but with less manpower to produce it. We tried various ideas with some success but were gradually falling behind the demands of the management for more and more help. Women were gradually replacing the boys we had lost, but there were just not enough of them.

About the time things were becoming acute, we were contacted by WHFC, a local radio station in Cicero, Ill. It sounded good, but who ever heard of a personnel director writing script for a radio program? We were hastily assured by Mr. Pearson, who called on us, that they would write all the "copy" as he called it. To say that we were dubious, is to put it mildly; however, the cost was very nominal compared to what we had been spending, so we took the long leap.

The station selected 8:00 a.m., 12:30 noon and 6:30 p.m. as times for the broadcasts. Each program was of 15 minutes duration and we shared the cost with other war plants. Since then the time has been extended to 30 minutes.

Our part in this program seemed very small, as most of the time was devoted to music and to selling men and women on the necessity of entering war work. We kept our fingers crossed and thanked our lucky stars, "48 of them," that we could cancel our contract at any time.

Along about noon of the second day of our venture we started hearing about our broadcast, and the big parade was on its way.

It hasn't been necessary to call out the police to keep people away, but we have been able to keep up with the demands for help and we are certainly satisfied with the results.

One of the most gratifying points of the campaign is the high calibre of people we are securing. Over 75% of the applicants are hired, and are making excellent employees.

The copy is very carefully worded and to date we have had no one employed in another war plant applying for a position.

We have sent copies of the radio script to the National Association of Personnel Directors and sample copies will be sent to any personnel director by addressing Mr. Roy S. Welch, Executive Secretary, 20 West Jackson Boulevard, Chicago, Illinois.

We don't know that broadcasting can cure all ills, but if we had a medal we would surely pin it on the Radio Industry for what it has done for us.

Western Electric Schedules Regular 7-Weekly Help Wanted Series on WOR

FOR THE FIRST TIME in its history, Western Electric Co., New York, is going on the air with a regularly-scheduled *Help Wanted* program, aimed at alleviating the current manpower shortage at the Kearny (N.J.) works. Beginning June 28 on WOR, New York, the "want-ad" series will be heard seven times a week, Mondays through Fridays, 9:45-9:50 a.m., Fridays, 8:55-9 p.m., and Sundays, 5:25-5:30 p.m. Contract was placed direct.

Western Electric, which in peacetime is the source of supply for the Bell System, is operating fulltime on war communications equipment, causing its need for manpower to grow faster than the available supply. For this reason the WOR series has been staggered in time to reach the majority of WOR listeners, as well as an heretofore untapped supply of manpower.

Jobs in the Kearny Works will be offered by Lorraine Sherwood, conductor of the program, who will give the phone number or location where applicants may call or appear. They may get the position if qualified, or take instruction and be paid while learning. Other features of the program will be interviews by Miss Sherwood of employes already working for Western Electric, as well as with heroes back from the war fronts who will point out the need for workers on the home front. All of the morning broadcasts will be transcribed so that the work of employes interviewed will not be interrupted.

ALL-OUT FOR WAR EFFORT, these staff members of WSYR, Syracuse, put in their spare time working at the Lamson Co. Displaying some of their handiwork to a plant inspector are (l to r): Rollie Furman, announcer; Red Thomas, musical director; Al Eicholzer, chief operator; and Murray Bernthal, violinist.

Canada on All Stations

CANADIAN Government, Dept. of National Revenue, Ottawa (Income Tax Division) on June 15 started a series of 10 live spot announcements on all Canadian stations in connection with filing of 1942 income tax forms by June 30. Account was placed by Advertising Agencies of Canada, Toronto.

WPAT TRANSFER UP FOR FCC HEARING

THE NAME of Donald Flamm, former owner of WMCA, New York, who recently acquired a half interest in WPAT, Paterson, New Jersey, was back in radio news last week with the release by the FCC of its notice of hearing on the transfer application.

Mr. Flamm originally purchased 50% of the stock of the daytime station from Frank Falknor, chief engineer of CBS in Chicago, and Rex Schepp, commercial manager of WIRE, Indianapolis, for approximately $50,000. The balance is owned by James V. Cosman, now a lieutenant in the Navy with the Bureau of Ships, and Mrs. Cosman.

The FCC notice stated the hearing issues will cover proposed acquisition of control by Mr. Flamm including reasons for making of separate contracts as to the purchase of 196 shares and the subsequent acquisition of 4 shares; the contractual and other relations and arrangements of Mr. Flamm with other stockholders and officials of the station; to determine policy, program and personnel aspects under the new ownership structure; to obtain information on any changes in the corporation, its officers, employes and management subsequent to the original negotiations and finally to determine whether control of WPAT has been transferred "without consent of the Commission."

A hearing date has not yet been set. Mr. Flamm, in 1941, sold WMCA to E. J. Noble for approximately $800,000.

WALB Postponement

WALB, Albany, Ga., has been granted an extension to July 17 by the FCC for filing proposed findings growing out of hearings concluded in Atlanta late last April on its application for renewal of license, voluntary assignment of its license from the Albany Herald Publishing Co. to the Albany Broadcasting Co., and for a construction permit to change frequency. Granted at the same time was a motion for extension to July 6 for correction of testimony of C. C. Tounsley, secretary-treasurer of the publishing company, in the Atlanta hearings. FCC action on the proposed findings will terminate an investigation involving purported participation on WALB's behalf by Rep. E. E. Cox (D. Ga.), chairman of the House Select Committee to investigate the FCC.

WCOP Action Postponed

THE FCC has continued to July 14 action on the petition of WCOP, Boston, to take depositions in license renewal proceedings which arose last December from a question as to the manner in which the management conducted its foreign-language programs. The hearing, first set for March 17 and later advanced to June 16, covers the station's methods of selecting and investigating personnel, qualifications of personnel, supervision of programs and sales. Harold A. Lafount, executive head of WCOP, pointed out last December that the station had cooperated fully with the FCC and that individuals mentioned in the Commission bill of particulars had been dismissed.

BALTIMORE
AND THE FUTURE

A GREAT PORT WITH A GREAT FUTURE

When you speak of a "port" nowadays, you include a port for ships of the air as well as those of the sea.

Both as an airport and a seaport, Baltimore enjoys outstanding advantages that are destined to become increasingly important.

As a seaport, Baltimore possesses the great, land-locked basin of the Patapsco River and its branches—a deep-water harbor that, through its splendid rail services and terminal facilities can handle many times its normal peace time volume of ships and cargoes.

As a port of the air, Baltimore offers fine facilities and many practical advantages for both land and sea planes.

Baltimore is nearer the chief cargo-producing centers of America—both manufactured goods and raw materials — than any other Eastern port. It enjoys rail freight differentials based on sound economical factors. Its distribution advantages for inbound water traffic have long been recognized by American business.

The Port of Baltimore is a natural port for the development of our great potential trade with Latin-America, certain to grow in volume and diversity after the war.

Baltimore's port has long held a leading position in inter-coastal traffic via the Panama Canal, which should be resumed as America rebuilds its civilian economy.

Great ports mean great markets —markets for YOUR products.

Number Five of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

White Stresses Right to 'Edit' In Commenting on Ethics Code

CBS News Chief Tells Kaltenborn Nets and Stations Have Duty to Censor to Insure Fairness

ADOPTION OF a Code of Ethics by the Assn. of Radio News Analysts, and a statement by Paul W. White, CBS director of news broadcasts, last week served to outline the attitude and policy of the analysts and network on censorship of news commentaries.

The code, adopted unanimously by the ARNA, endorsed the NAB standards regarding allotted commercial announcements in news programs and opposition to censorship of broadcast material except for reasons of national security in an emergency. Members of the code committee include H. V. Kaltenborn, NBC, chairman; John W. Vandercook, BLUE; and Waverly Root, WINS, New York. Text of the code follows:

ARNA Code

The association expects and requires of the radio news analyst painstaking accuracy in his public statements, recognizing the difficulties attendant upon the dissemination of news during war time.

The association expects and requires of the radio news analyst the exercise of sound judgment and good taste, and the avoidance of sensationalism in both the substance of his broadcast material and the manner of its presentation.

The association believes that the inclusion in any radio news analysis of commercial, or "institutional" advertising material in the guise of news or personal opinion is undesirable from every point of view.

The association believes the reading of commercial announcements by radio news analysts is against the best interests of broadcasting. It requires its own members to refrain from this practice. The association deplores the interruption of a news analysis by commercial announcements.

The association endorses the standards of the NAB restricting the time allotted to commercial announcements in connection with news broadcasts.

The association opposes all censorship of broadcast material, except insofar as duly required by governmental authorities in the interest of public safety during a national emergency.

White for Editing

In a letter to Mr. Kaltenborn, dated June 15, Mr. White referred especially to the last paragraph of the Code, stating that some had taken it to mean that ARNA members object to editing of their scripts by network news desks. Acknowledging that Mr. Kaltenborn had informed him this was not the case, and that the paragraph was intended to apply only to politically imposed censorship, Mr. White reiterated his view that "editorial supervision of news analysts is inherent in the radio medium."

Pointing to the physical limitations of the radio spectrum, Mr. White expressed the view that there is a "distinct difference between the amount of personal opinion permissible to radio news analysts on the one hand and to newspaper editorial writers and columnists on the other." Except for the profit motive, there is utterly no limit, he said, to the number of newspapers which may be published. On the other hand the number of available frequencies is limited and, "if they are to continue to serve audiences as vast as in the past, the number of nationwide networks is also necessarily circumscribed." For this reason, Mr. White said, the news analyst "should not be engaged, nor should he be so privileged, as to parade his personal opinions in the guise of analysis," since there is no guarantee, or under some circumstances, even the possibility that opposition opinion will get a hearing.

Fair discussion of controversial public issues has been provided by the policy of giving time to the spokesmen of opposing views, but the radio news analyst occupies a quite different position from such protagonists, Mr. White declared.

"Analyst Doe may have had months and years in which to build an audience in an established period. He is an invited guest in thousands and perhaps millions of homes. Senator Roe cannot possibly, in his own defense, reach the same audience that has heard Analyst Doe's charges, and if the case were carried to an absurdity, and Doe were permitted to condemn not only Senator Roe, but Senators Black, White, Green, Smith and Brown—and they were all given an opportunity to reply—then there would be no time left for any other kind of program."

Threat to Freedom

While admitting that there is no such thing as complete objectivity, Mr. White said that the "very existence of a free radio is undermined if news analysts who have regular and frequent broadcast schedules are permitted to use their chair before the microphone as a pulpit or a soap box. The medium of radio itself is too powerful for that," he added.

CBS policy on news analyses was revealed by Mr. White in a memorandum which he said had been given to commentators for their guidance. The memo reads as follows:

What news analysts are entitled to do and should do is to elucidate and illuminate the news out of common knowledge or special knowledge possessed by them or made available to them by this organization through its news sources. They should point out the facts of both sides, show contradictions with the known record and so on. They should bear in mind that in a democracy it is important that people should not only know but should understand, and the analyst's function is to help the listener to understand, to weigh and to judge but not do the judging for him.

Writing Mr. Kaltenborn that "it is arguable we may both have said the same thing," Mr. White continued that "Where we may both be apart, however, is over the question whether the network has the right and indeed the duty to censor or edit material prepared by the analyst."

"Just as I believe that no news reporter should go on the air until his script has gone over the copy desk to be checked for errors of fact, grammar and news judgment, so do I feel that no news analyst should broadcast without editorial supervision of his script.

"Our policies of fairness of the air go a long way to insure, in its broadest meaning, freedom of the air. . . . And since the responsibility for fairness of the air does rest upon radio station and network management, I feel it is incumbent upon that management to install and operate the machinery which will make such fairness a reality."

HEAD-TURNING Elaine Riley, secretary to Cecil H. Hackett, managing director of WINS, New York, has been signed by RKO-Radio Pictures; leaves for Hollywood to make movie debut in producer Tim Whelan's "Higher and Higher," starring Frank Sinatra and Michele Morgan. A former Miss Ohio, Elaine has been successively: night club singer, Powers model, private secretary. Graduate of Traphagen School of Fashion, she designs her own clothes.

Council Gets Aid

FINANCIAL support for the Rocky Mountain Radio Council will be provided by Denver's five commercial stations — KFEL KVOD KLZ KOA KMYR — under an arrangement based on the national card rates of the stations. The Council receives other support from member educational institutions and agencies and the Rockefeller and other foundations. After four years of operation, according to the Council, it has shown that the "program producing" type cooperative radio council "may well become an integral part of the American system of radio just as truly as has the advertising agency. What advertising agencies do via radio for the commercial community, radio councils can do for the educational and civic community."

P & G Renews 10; Starts a New One

52-Week Contracts on NBC for 2 Night Programs, 8 Serials

PROCTER & GAMBLE Co., Cincinnati, effective July 1 has renewed on NBC for 52 weeks its two nighttime programs and eight daytime serials, and on June 28 starts a new Monday-through-Friday dramatic show from Hollywood. The new program, which may be called *Hollywood Playhouse*, will replace *Lone Journey*, 10:45-11 a.m., on 51 NBC stations for Dreft and will present Hollywood stars in serialized adaptations of new films which have not been released.

The eight P&G serials renewed are as follows: *Woman of America* (Ivory Snow), 10:45-11 on 16 Eastern network stations; *Road of Life* (Duz), 11-11:15; *Vic & Sade* (Crisco), 11:15-11:30; *Snow Village* (White Laundry Soap), 11:30-11:45; *Mary Marlin* (Ivory Snow), 3-3:15; *Ma Perkins* (Oxydol), 3:15-3:30; *Pepper Young's Family* (Camay), 3:30-3:45; *Right to Happiness* (Ivory Bar), 3:45-4.

The two nighttime shows renewed are *Truth or Consequences* (Duz), broadcast on the full network Saturdays 8:30-9, and *Abie's Irish Rose* (Drene Shampoo), heard the preceding half-hour, 8-8:30. The latter program will be off the air for eight weeks after the broadcast of June 26, and will return on August 28. On that date the station lineup will be expanded from 50 to the full NBC network.

Dreft and Oxydol are handled by Blackett - Sample - Hummert, Chicago; Duz, Crisco, White Laundry Soap and Ivory Bar by Compton Adv., New York; Drene Shampoo by H. W. Kastor & Sons, Chicago; Ivory Snow by Benton & Bowles, New York; Camay by Pedlar & Ryan, New York.

Empire Expands

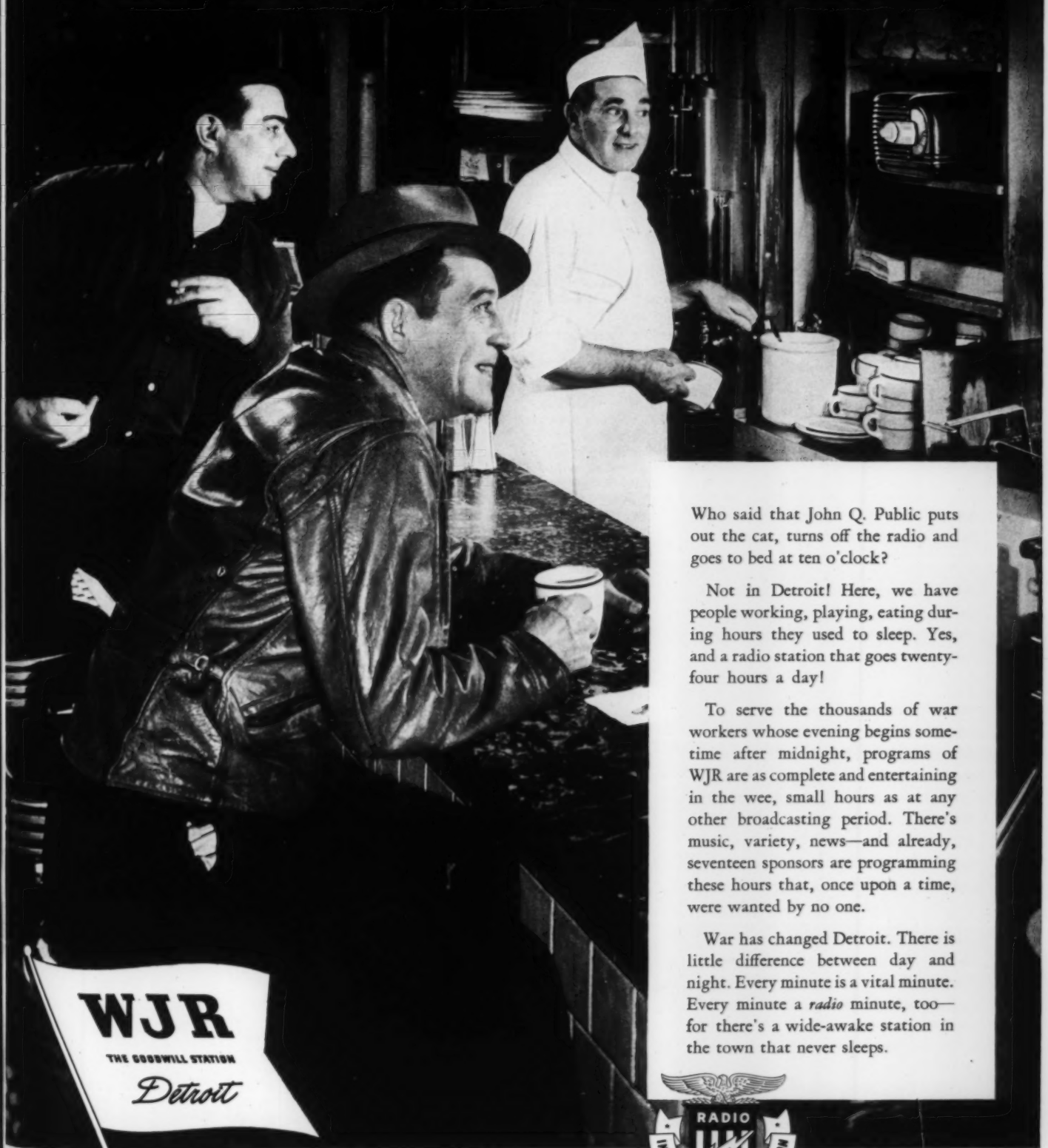
EMPIRE GOLD BUYING Service, New York, has expanded its spot radio campaign in the New York area to approximately 200 live announcements weekly on some 20 programs. Most recent contract is with WEAF, New York, for a series of 312 announcements on a thrice-weekly basis on Rabbi Dumke's *Two-Minute Man*, and on three broadcasts of *Rhyme and Rhythm*. WEAF contract started May 26. Other New York stations used are WJZ WEAF WLIB WEVD WMCA. Agency is Carl Calman Inc., New York.

Austin Lining Up

AUSTIN TECHNICAL Publishers, New York, through its newly-appointed agency, Carl Calman Inc., New York, last week started a spot radio campaign which will soon extend to 100 stations throughout the country. Promoting *Guide to Intimate Letter Writing*, the schedule was already in effect on some 42 stations last week, including WOV, WINS, New York, and WBYN, Brooklyn.

There's a wide-awake station in

THE TOWN THAT NEVER SLEEPS



Who said that John Q. Public puts out the cat, turns off the radio and goes to bed at ten o'clock?

Not in Detroit! Here, we have people working, playing, eating during hours they used to sleep. Yes, and a radio station that goes twenty-four hours a day!

To serve the thousands of war workers whose evening begins sometime after midnight, programs of WJR are as complete and entertaining in the wee, small hours as at any other broadcasting period. There's music, variety, news—and already, seventeen sponsors are programming these hours that, once upon a time, were wanted by no one.

War has changed Detroit. There is little difference between day and night. Every minute is a vital minute. Every minute a *radio* minute, too—for there's a wide-awake station in the town that never sleeps.

WJR
THE GOODWILL STATION
Detroit

RADIO
IN SERVICE OF HOME AND NATION

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and Gen. Mgr.

Edward Petry & Company, Inc.,
National Representative

Florida ASCAP Bill Is Vetoed

Was to Legalize Operations Now Forbidden by State Law

THROUGH the efforts of Florida broadcasters, Gov. Holland last Monday for the second time has vetoed a bill designed to legalize ASCAP operations in the State. The measure, sponsored jointly by Senator Beacham, part owner of WJNO, West Palm Beach, and State Attorney General Watson, was opposed by the Florida Assn. of Broadcasters. The first Beacham bill had been vetoed by Gov. Holland early in the legislative session.

The original anti-ASCAP law passed by the Florida legislature was carried to the Supreme Court, which found certain aspects of the measure constitutional and which ultimately resulted in the consent decree applied nationally. Reports from Tallahassee, State capital, stated that veto of the music bill surprised many members of the legislature. Senator Beacham was supported by Gilbert Freeman, former owner of WTAL, Tallahassee, but most of the state's broadcasters were opposed to the measure. ASCAP's representative in Tallahassee has been I. T. Cohen of Atlanta.

The fight against the measure was led by W. Walter Tison, general manager of WFLA, Tampa, and Frank King, WMBR, Jacksonville both former presidents of the Florida association and former NAB district directors. Mr. King is now director-at-large of the NAB.

It was contended that the measure as drafted would have undone everything that broadcasters had gained in Florida and that since no effort was made by the authors of the measure to protect those gains the stations of the State were diligent in their effort to secure the Governor's veto.

Test for Book

BILTMORE PUBLISHING Co., New York, is conducting a test campaign for *I Was Hitler's Doctor* on WHN, New York, with the possibility of expanding to other stations if the test is successful. Firm started sponsorship of *Warm Up Time*, quarter-hour program preceding each baseball game, June 2, and also signed for participations in three programs aired at different times during the day—*Newsreel Theatre of the Air*, Dick Gilbert's record program, and George Hamilton Comb's news program. Agency is Roberts & Reimers, New York.

Church Series Plans

MORE religious services from Army and Navy camps and centers will be broadcast during the coming year on the CBS *Church of the Air* programs, it was decided June 10 at the annual meeting of the program's board of consultants, which also announced that services from women's training centers would be broadcast, and greater emphasis will be placed on the musical portions of the series.

AND ALONG CAME CAJUN

Censors Want to See Foreign Language Scripts—But —KVOL Uses a Tongue That Isn't Written—

MANY fascinating problems encountered in administering voluntary war-time censorship must remain secrets until after the war. But one unusual problem solved by the Office of Censorship, Broadcasting Division, can be revealed.

Down in South Louisiana thousands of Cajuns—descendants of the French Acadians exiled from Nova Scotia and immortalized in Longfellow's "Evangeline"—speak little English. They use a soft and picturesque French patois that, like many American Indian dialects, is never written down. The language is passed on from generation by word of mouth.

So, when Censorship requested stations using foreign language programs to require submission in advance of scripts in the language to be used, KVOL at Lafayette, La., was confronted with an impossible task. The Cajun speech cannot be reduced to writing. So, the patriotic station discontinued the newscasts that it had been broadcasing in patois.

There is no newspaper in this area. Thus thousands were deprived of their only means of keeping informed about a great war that would seem to be so far away but for the constant stream of Cajun sons and daughters into the armed forces.

So, the Broadcasting Division of Censorship took a common sense view of this peculiar problem. It permitted KVOL to resume its newscasts in Cajun after Station Manager Thomas assured the censors that program would be monitored by a Cajun employe to check against any deviations from previously selected news items. The Cajuns are happy again.

Industry Groups Map Out Organization Of Post-War Technical Planning Board

ENCOURAGING progress towards the organization of a post-war radio technical planning board which would include representatives of all branches of the radio industry was reported last week by Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. Mr. Pratt is chairman of a special committee appointed by the Institute of Radio Engineers to draft plans for such a group and to discuss the proposition with other organizations of the industry, such as NAB, FMBI, American Radio Relay League, Radio Manufacturers Assn.

Original suggestion for a radio planning group came from FCC Chairman James Lawrence Fly, who had proposed that the group's governing committee be made up of the heads of the FCC, IRE and RMA. IRE approved the idea of such a group, but suggested that its governing board be broadened to include representatives of the NAB and other organizations whose cooperation is essential if the plans are to be truly representative of all branches of the industry.

During the past few weeks the IRE committee has talked with representatives of these other organizations, Mr. Pratt said, including the RMA, adding that a number of points of difference between the IRE and the RMA, which had espoused the Fly plan of procedure, had been ironed out. Mr. Pratt said that in the near future his committee expects to meet with the special RMA committee appointed after the RMA's recent convention in Chicago [BROADCASTING, June 14], at which time it is hoped that the remaining differences can be eliminated.

The IRE has expressed the opinion that the successful development and operation of a technical planning agency for radio depends on a number of factors, which include "broad and democratic representation in the agency of all organizations having a major interest in the project, democratic procedure particularly including appropriate methods of selecting all officials and members of the active technical panels, and the setting of a stated tenure of office for these workers with suitable substitutions for inactive groups or individuals."

The Institute further stated that budget plans should be made before the agency is formed, providing for "suitable budgetary participation of those concerned as well as an accounting." IRE also urged "democratic voting and reporting methods and fully judicial procedure at all steps, with adequate opportunity for the public expression of all viewpoints on given questions."

TABLE TALK of these eastern network and advertising executives was picked up during a recent broadcast of *Breakfast at Sardi's* by Tom Breneman (right), m.c. of the six-weekly half-hour series cooperatively sponsored on BLUE stations. Visiting breakfasters are (l to r): Mrs. Storrs Haynes; C. P. Jaeger, in charge of commercial division, BLUE program department; Craig Davidson, vice-president of Compton Adv., New York agency servicing William S. Scull Co., eastern distributors for Minute Man Soap; Storrs Haynes, agency radio director, and Mr. Breneman. Soup product is promoted on latter half of the five-weekly broadcasts, Monday through Friday, 11-11:30 a.m. (EWT).

Scharfeld Commissioned As Captain in the Army

ARTHUR W. SCHARFELD, Washington radio attorney, last week was commissioned a captain in the Provost Marshal's branch, Military Government, and was detailed to Camp Custer, Mich., for indoctrination and training. Capt. Scharfeld was to report at the Grand Rapids base June 26.

Mr. Scharfeld

A partner in the firm of Loucks & Scharfeld since its formation in 1936, Capt. Scharfeld is a native of Cleveland. Before forming his own firm with Philip G. Loucks, former NAB managing director, he was with the firm of Kirkland, Fleming, Green & Martin, of which Louis G. Caldwell is resident partner. He was a senior attorney with the former Radio Commission, having resigned in 1930 to enter private practice after two years with the Government. He is a graduate of Harvard University and Harvard Law School. Capt. Scharfeld is married and has one child.

Schonbrunn Adds

S. A. SCHONBRUNN & Co., New York, which resumed promotion for Savarin Coffee in the latter part of May with participations on WOR, New York [BROADCASTING, May 24], is adding six New York stations to the schedule. Contracts, which start at varying dates, entail the use of one-minute transcribed announcements by Irene Beasley, singer. Schedule on WEAF began June 8 with five-weekly announcements on *Rhyme & Rhythm* and on *Family Time*. Agency is Ruthrauff & Ryan, New York.

MR. SMITH GOES FOR KEX

and how!

ROBERT SMITH is the advertising genius of Lipman Wolfe & Co., one of Portland's major department stores. Recently Mr. Smith took a large advertisement for Lipman's in The Oregonian to publicly congratulate the staff of KEX on the job it is doing on Lipman's patriotic program, "Freedom Speaks." Mr. Smith is very eloquently testifies as to [illegible] service advertisers get on KEX.

"We should like to acknowledge publicly the amazing skill with which 'Freedom Speaks' has been produced in the studios of KEX-KGW; we think you will find this program equal to anything that comes over the networks.

Splendidly acted by a cast that includes Mark Daniels, Frank Hemingway, Dick Rand and Hartley Sater; scored and produced by Gordon Bambrick from a script by Evelyn Lampman, 'Freedom Speaks' deserves a place on your regular list of favorite Sunday radio programs."

It is with a deep feeling of pride that Lipman Wolfe & Co. presents tonight and every Sunday night at 9:15, the radio program known as

"FREEDOM SPEAKS"

on Station KEX

"FREEDOM SPEAKS" brings you a thrilling dramatization of the hist[illegible] of the Uni[illegible] of R[illegible] ut unforgettable words at Stalingrad to his men.

WE SHOULD LIKE to acknowledge publicly the amazing skill with which "Freedom Speaks" has been produced in the studios of KEX-KGW; we think you will find this program equal to anything that comes over the networks.

SPLENDIDLY ACTED by a cast that includes Mack Daniels, Frank Hemingway, Dick Rand and Hartley Sater; scored and produced by Gordon Bambrick from a script by Evelyn Lampman, "Freedom Speaks" deserves a place on your regular list of favorite Sunday radio programs.

IT IS [illegible]RESENTED by Lipm[illegible] announcements other than a single statement devoted to the public [illegible] Red Cross, the War Loan Drive, or whatever war effort needs bringing to your attention at time of broadcast.

Tune in to "FREEDOM SPEAKS" tonight and every Sunday at 9:15, on KEX...1190 kilocycles.

Lipm[illegible] Wolfe & Co.

KEX

"THE VOICE OF THE OREGON COUNTRY"

1190 KILOCYCLES — 5,000 WATTS

BLUE NETWORK

[illegible]

WMT Challenges FCC 'Special Service Authorizations' in Appeal on KSJB

A NEW TEST of the FCC's authority to issue "special service authorizations," in lieu of broadcast station licenses is before the U. S. Court of Appeals for the District of Columbia by virtue of an appeal and petition for a stay order filed last week by WMT, Cedar Rapids, Iowa, against the FCC action authorizing KSJB at Jamestown, N. D. to operate on the WMT frequency of 600 kc.

The appeal, first in several months, came on the heels of the May 17 decision of the United States Supreme Court in the KOA-WHDH case, wherein the highest tribunal held the FCC must accord full hearing to all parties directly in interest. A similar situation obtained in the Jamestown case, since the FCC originally had granted the station the new facilities without according WMT a hearing.

The appeal is regarded as of significance, since it constitutes the first test of the local Court's authority to issue stay orders, since the Supreme Court last year held it had such power in meritorious cases.

Year's Delay

The WMT petition brought out that the FCC on April 14, 1942, without notice or hearing, granted the Jamestown application for assignment on 600 kc. with 250 watts daytime, 100 watts night, in lieu of its former assignment on 1400 kc. and 250 watts unlimited time. On May 4, 1942, WMT sought to have the action set aside and the application designated for hearing. No action was taken by the Commission, however, until June 1, 1943—more than a year later, after the Supreme Court decision in the KOA case.

On June 1, the Commission granted the WMT petition and ordered the grant to KSJB set aside, and designated the application for hearing. Then the Commission, without application from Jamestown, issued a special service authorization to the station to operate on 600 kc. pending determination of the issues following the hearing.

Through George S. Smith and Philip J. Hennessey Jr., partners in the firm of Segal, Smith & Hennessey, WMT contended that the actions of June 1, although purporting to grant appellant's petition for hearing, "in fact reaffirmed its action of April 14, 1942, by authorizing the continued operation of KSJB on the frequency 600 kc."

Injury Claimed

The court was told the assignment of the Jamestown station on 600 kc. will result in loss of service by WMT to an area of 1900 square miles. Moreover, it held that KSJB's coverage at night would be reduced from about 660 square miles to approximately 95 square miles. It was contended the grant of the stay order will not adversely affect KSJB or its listeners, though failure to grant it "will work a serious and irreparable injury upon WMT and its listeners."

After citing a series of purported infractions of the FCC's regulations and of the law, the pleading stated that the action "is flagrantly in violation to the rule of conduct pointed out to the Commission in the decision of this Court and the United States Supreme Court" in the KOA case.

WMT, which operates with 5,000 watts on 600 kc., is licensed to the Iowa Broadcasting Co. of which Gardner Cowles, Jr., recently resigned assistant director of the OWI, is president. KSJB is headed by John W. Boler of Minneapolis, who has consistently favored the policies of the FCC majority in regard to broadcast regulation.

Handicapped

GRADUATION exercises for handicapped children in Washington were held June 15 over WMAL, with 300 youngsters hearing the ceremonies via loudspeaker. Capital education officials took part, along with several outstanding graduates. The children are taught by 15 teachers who go around to homes.

CBS Merges Copyright And Editing Department

IN A REORGANIZATION of the copyright division and the commercial editing department of CBS, announced last week by Paul Kesten, CBS vice-president and general manager, the two units have been combined and renamed the department of editing and copyright, with Jan Schimek, head of both departments, continuing as director.

Reason for the change is to broaden the operations of the commercial editing department to include the application of CBS' basic program policies to sustaining as well as to commercial programs. CBS' increased use of freelance writers who are not familiar with the network's program policies also required more consistent coordination from a central source.

Promotion for AP News

FIRST of a new series of promotional aids which will be sent to stations broadcasting AP news is a group of one-minute transcribed announcements by Paul Girard, former announcer, now station relations manager of the AP subsidiary, Press Assn. Transcribed by WOR studios, the commentaries highlight experiences of AP correspondents on war fronts.

"BILL" KNIGHT

WTOC • SAVANNAH

says . . . "Art Dickson and his MELODY MUSTANGS is unquestionably one of the most outstanding Western acts in Radio Broadcasting. We are presently using the MELODY MUSTANGS Monday through Friday, for the bakers of Holsum Bread. This program has been on the air for the past six months, and from present indications it will continue indefinitely."

Art Dickson and his Melody Mustangs is a 15-minute feature program written by a guy who knows his bronchos. It is an integral part of Lang-Worth Planned Program Service. Seventy-eight units available immediately; 3 weekly thereafter.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.

XUM

PROTEUS RIDES THE AIR-WAVES

. . . for variety is the spice of radio. Changing its form at will, like Proteus, the living-room becomes news room, concert hall, cathedral, classroom, opera house, test kitchen, theater, banquet hall, army camp, vaudeville stage, listening-post between government and governed, grange, night club, police station, town hall, and market place. Any or all, as the listener likes.

Westinghouse Radio Stations Inc exercises constant care to maintain the highest standards of American broadcasting. From dawn to yawn, 19 hours a day, programs are geared to the public good. Brightest stars of the radio world are brought to Westinghouse audiences through programs of the NBC and the Blue Network. Programs produced locally are planned to reflect community interests and preferences.

Full coverage from the world's finest news-gathering agencies insures the latest authentic news, and alert special-events staffs are on the spot where things happen. In short, the listener comes first at Westinghouse, and the sponsor buys a known quantity . . . ears that hear, and purses that discriminate.

WESTINGHOUSE RADIO STATIONS Inc

W WOWO • WGL • WBZ • WBZA • KYW • KDKA

USE your special change and buy a share in the Aircraft Carrier Shangri-la which will return to Tokyo. "As little as one dollar in war stamps will give you a share in this carrier", is the theme of a drive by WHIO, Dayton, cooperating with a committee of the RMA, to promote local commercial programs and spots sponsored by retailers for war stamp sales. One day a week for the month is planned for a concentrated effort through radio and other media, with a special program on WHIO July 1 to start the campaign. Retailers may plug the sales on other days, but the association is centering efforts on one day each week.

Merchandising & Promotion

Teasers—Revolving Door—Bell Ringers
Auctions—Employment Plan—Wash

Moseley Teasers

QUOTES from the news commentaries of Sidney Moseley and Dr. Frank Kingdon on WMCA, New York, are aired the day following each broadcast, in the form of a 50-second recorded "teaser," designed to increase listener interest in the programs. An announcer introduces the disc with the words "Last night, Sidney Moseley said . . . " following with quotes.

Revolving Door

REVOLVING DOOR cut-out in folder is being used by KSTP, Minneapolis-St. Paul, to promote reservations for its "Household Forum" program. The in-and-out action of the swinging door is likened to the coming and going of sponsors of a participating program. KSTP points out, however, that its Forum program is filled up at present and urges reservations.

WTMV

"the home folks station"

Broadview Hotel
East St. Louis, Illinois

May 12, 1943

Mr. Erich Brandeis
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Brandeis:

Grasping time by its withered forelock, we write to express in some small measure our appreciation of and our reliance upon the complete, accurate and up-to-the-minute coverage of world news given this station by INS. To paraphrase an old saying, in our opinion INS "gits thar fustest with the bestest dispatches".

Although INS in all instances does an outstanding job of coverage, we remember particularly the "Saboteur Execution" and the "Toulon Fleet" stories as being reason enough for our selection of your wire as the sole news connection between WTMV listeners and the outside world.

In addition to the spot news furnished by INS, we have made and are making profitable use of the many excellent features overheaded to our news room regularly by mail. These features are well prepared and, according to the announcing staff, flow smoothly on the air.

Finally, we would be remiss if we did not mention the pleasant service and cooperation afforded WTMV by Bob Hereford and Gene Roguski, Chief and assistant, respectively, in the local INS bureau.

Sincerely yours,

Michael Henry

Michael Henry
News Director

MH:js

Thanks, Mr. Henry

INS

Auction-Dinners

IN A SERIES of auction-dinners which combined the sale of war bonds with the sale of candy to jobbers, Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy bars), raised a total of more than $10,000,000 worth of war bonds in the recent national bond drive. Through special announcements on the Schutter radio program, *Col. Stoopnagle's Stoop-roos*, heard Sundays, 1:45-2 p.m. on CBS, candy jobbers were advised of forthcoming auctions in scattered localities throughout the country. Highest bidders for war bonds were awarded the orders for candy. Agency is Roche, Williams & Cunnyngham, Chicago.

* * *

Ration Book Holder

WIBW, Topeka, has issued a brown stiff-paper ration book holder the design of which, printed in blue, includes at the bottom "Compliments of WIBW—Topeka, Kansas". Printed on inside pockets are eight points of advice for planning and shopping, space for name and address, and an appropriate quotation from President Roosevelt. The back cover contains a twelve-month calendar to March, 1944, with further space for notations, and the bottom quarter is devoted to a brief plug for the station.

* * *

Employment Plan

UNDER plan formulated by employe management committee of Douglas Aircraft Co., Santa Monica, Cal., studio audience of a broadcast of the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes), consisted of job applicants and employes of Douglas. Each pair of broadcast tickets requires an application blank, and two tickets will be given to each employe inducing a friend to sign up during the recruiting campaign.

* * *

On Wash

WHN, New York, is using the paper bands sealing men's shirts to promote its programs. Dick Gilbert, record m.c., is featured on the first bands which will be used for three weeks, the copy then changing to exploit other programs. The patented orange strip, bearing dial figures, tune-in time and call letters, reaches an estimated 75,000 men. Clients of a number of independent laundries cooperated in the plan.

* * *

Bell Ringers

STREET-LEVEL bulletin board on the front door of WGKV, Charleston, W. Va., pictures local and national radio stars in a novel type of quiz. Passersby are invited to identify the stars. Key to the picture quiz is on the inside of the door so that persons moved by curiosity to open it cause a small bell to tinkle. An audible check is thus kept on the display.

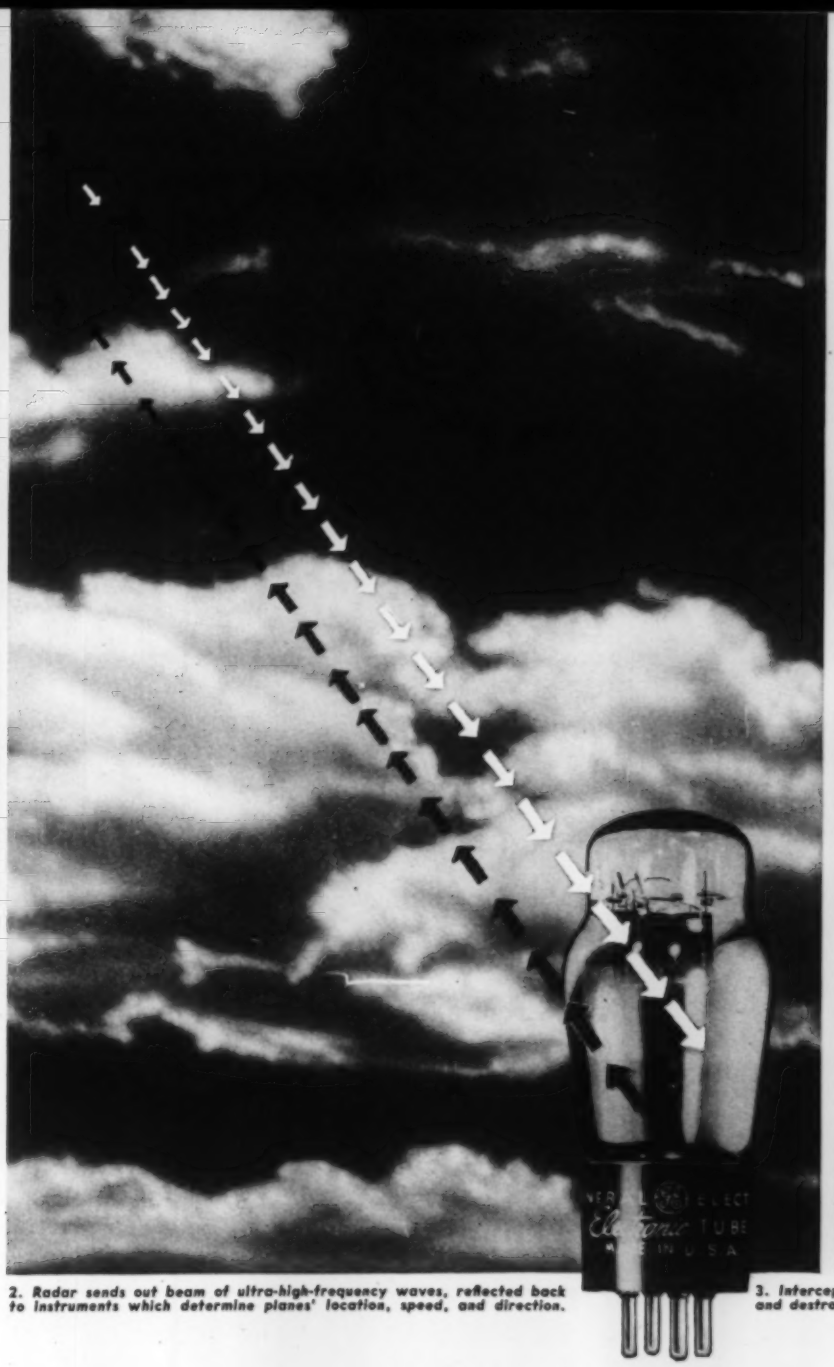
* * *

Potentially Speaking

FOR LOCAL and potential advertisers, in the Asheville area, WWNC, Asheville, N. C., has produced a series of single-fold mailing pieces, three-and-a-half by six inches. On the face of each is a statement emphasizing one phase of radio advertising, programming or listening. Folder opens to a brief expansion of the same idea.

XUM

1. *Enemy planes rise from distant airfields.*



2. *Radar sends out beam of ultra-high-frequency waves, reflected back to instruments which determine planes' location, speed, and direction.*

3. *Interceptor planes then surprise and destroy the advancing enemy.*

The facts about RADAR

"The whole history of Radar has been an example of successful collaboration between Allies on an international scale."

THE NEW YORK TIMES, MAY 16

This amazing electronic invention that locates distant planes and ships despite darkness and fog is a great co-operative achievement of Science and Industry.

In this country and in the British Isles, over 2000 scientists and engineers, some working alone, some in the Army and the Navy, many in research laboratories of colleges and industrial firms, joined eagerly in the search for Radar knowledge.

Team-work that succeeded. Once this electronic device had been perfected, industry after industry rallied to the nation's call to manufacture Radar. General Electric is proud to have played a large part, with other manufacturers, in supplying to the Army and Navy this key weapon whose peacetime applications hold so high a promise.

As early as the Twenties, G-E engineers and scientists were developing the kind of high-frequency tubes, circuits and apparatus that make Radar possible. Thus long before Pearl Harbor, G.E. was able to build Radar equipment.

Post-war applications will be many. Radar will guard and guide the flight of great commercial transports. Planes will land blind. Transoceanic liners will slip safely into fog-bound harbors — all with Radar detection equipment.

In addition to Radar, General Electric is supplying to the Army, Navy, and Marines radio transmitters, antennae and receivers, carrier-current equipment, all kinds of electronic measurement equipment, and monitors. *Electronics Department, General Electric, Schenectady, N.Y.*

Tune in General Electric's WORLD TODAY and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over C.B.S. . . . On Sunday evening listen to the G-E Mazda Lamp program over N.B.C. network.

GENERAL ELECTRIC

160-85

G-E employees are now purchasing over $1,000,000 in War Bonds weekly

STATIONS, TOO, MUST BE STARS!

Program stars are not wholly responsible for making America's outstanding radio stations. That survey leaders don't rate the same on all stations proves the point . . . It's the plus force of around-the-clock aggressive and alert service to listeners and advertisers that produces top stations . . . It is this plus factor that stamps the six Fort Industry Company stations stars in their own right. The pooling of 17 years of broadcasting experience gained from serving important and varied markets and an intimate on-the-spot knowledge of what will click guarantee that

IF IT'S A FORT INDUSTRY

XUM

5,000 WATTS
WMMN
FAIRMONT, WEST VA.
C.B.S.
5,000 WATTS
WSPD
TOLEDO, OHIO
N.B.C. Basic
50,000 WATTS
WWVA
WHEELING, WEST VA.
Basic Blue
5,000 WATTS
WAGA
ATLANTA, GA.
Blue
250 WATTS
WLOK
LIMA, OHIO
N.B.C.
250 WATTS
WHIZ
ZANESVILLE, OHIO
N.B.C.
A FORT INDUSTRY STATION
RYSTATION YOU CAN BANK ON IT

XUM

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and
Broadcast Advertising

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The People's Choice?

PONDER a figure like $8,752,130,000. It isn't the war debt or even the increase in taxes coming up.

It represents the public's investment in radio receivers and parts since 1922.

A total of 101,724,380 receivers have been sold since that date, when all but a handful of hardy pioneers saw in "radiotelephony" or "wireless" something more than a passing fad. Of these, 59,000,000 are in use today in a nation of 130,000,000. Last year, despite the freeze in receiver manufacture so that all facilities could be converted to war production, 4,400,000 sets, valued at $460,000,000, were sold.

Those figures tell more eloquently than regulations or laws the public acceptance of broadcasting by the American plan. There has been no clamor for changes in program structure or content. Programs have built that audience, and caused the public voluntarily to spend for receivers and tubes and service.

So the question arises, why has Government stepped in to reform or "improve" a service that is beyond question "in the public interest"? And, more timely perhaps, where will the effort to reform stop? The bounds of the FCC's authority are practically limitless under the Supreme Court split opinion in the network cases.

The network regulations are now beyond argument. They became effective last week. Radio thereby won't go to hell-in-a-hack overnight. Both sides—FCC and the major networks alike—have been too extreme and too emotional in their statements regarding these rules. No one will contend that the networks have been lily-white in their dealings with their affiliates and that no wrongs or inequities have existed in those relationships. Our contention now is, and always has been, that matters of contract and of business belong, not to the FCC, but to the private participants. That is how Congress intended it. It isn't however, how the Supreme Court interpreted the mind of Congress.

And that's where Congress comes in.

The Supreme Court opinion, at long last, is recognized by the press as a threat to that medium as well as to radio. Such journals as the *New York Times*, the *Wall Street Journal*, and our trade journal contemporary, *Editor & Publisher*, have now taken up the cudgels in favor of a new definition from Congress. They point out that freedom of speech and of the press are among the liberties for which we are fighting; that while the battle to preserve them is being won abroad, it may be lost at home.

Senator Wheeler has announced postponement until September of the hearings on legislation to amend the archaic radio laws, should Congress recess next month. He is definitely on record in favor of hearings, dispelling doubt on that score.

New legislation is a *must* this session. The postponement gives all parties time in which to prepare. There shouldn't for a moment be a relaxation of effort toward that goal. Interest should not be allowed to wane.

FCC Chairman Fly has described as a "lot of hooey" the interpretations given the Supreme Court decision as striking at freedom of radio or the press. He points to the "unwisdom" of appraising a judicial decision on "ten words picked out of 20 pages". He characterizes these dire predictions as "stuff fed out to the press from the NAB and the other big network representatives", designed to "mislead and confuse the public".

In view of these disclaimers, there appears to be no earthly reason why the FCC shouldn't welcome clarification of the law in such a way as to define clearly the limits of the FCC's authority. Since it is contended that the Frankfurter opinion doesn't give the FCC these broad authorities, we can't fathom any reason why the law shouldn't speak out clearly against interference with the freedom of expression and of the press, if need be. The FCC majority should be the first to come forward with proposals along that line.

Because we have a suspicion of doubt about such a move by the FCC, we think it's up to the media of expression, radio and newspapers hand-in-hand, to impress upon Congress that it must retrieve its legislative authority in these spheres. If there is no summer recess, then the hearings should be scheduled forthwith, as originally planned. And, as Chairman Wheeler publicly stated, they must be pressed through "uninterruptedly" until fool-proof legislation is written. After all, it's the public's radio and the public's fight. Congress as the representative of the public, must give the answer.

Guestitorial

By LEO FITZPATRICK
Vice-President and General Manager, WJR, Detroit

IT IS the duty of every radio station to adopt a position of leadership in essential affairs within range of its power.

This is demonstrated as never before during these times.

The necessity for this leadership can be observed in every troop train. Leaders of yesterday have gone to war. Radio's complacency of the past in merely entertaining the American public must be superseded by a recognition of radio's responsibilities.

As a practical example, here is what WJR has done in just one instance:

It really began several years ago when WJR established the *Farm Forum* and installed Duncan Moore, newspaper man, foreign cor-

(*Continued on page 34*)

Railroaded

IN TIME and talent donated, and in cooperation and manpower furnished, radio has been doing a first class war job. Governmental authorities, civilian and military, from the top to the local OCD director, will attest to that. This job is being done without particular regard to expense and, at times, in the face of irritating discriminations.

Take for example the case reported in BROADCASTING last week by W. L. Gleeson, president of KPRO, Riverside, Cal. Mr. Gleeson, finding that railroads were paying newspapers, magazines and billboards to use material radio distributed for OWI, asked why radio time was not purchased. The railroad representative commented, "It isn't necessary for us to advertise on the radio. We get it for nothing."

A developing restlessness within the industry in the face of these inequities was reflected last week when the NAB's Small Station Committee met to give radio's own answer to the question "what can we do to keep going?" Obviously weary of expressions of good intentions from the FCC and OWI, the broadcasters turned for inspiration to—of all people—Honest Harold Ickes, who has supplied the one tangible bit of real Government cooperation with the industry, the "Buy Coal Now" campaign. Beyond this, the Committee has asked OWI to protect it by making sure that private industries involved in future campaigns make reasonable use of paid time before the Government requests free time.

Certainly radio is interested in getting all war messages—including the ones that help the railroads—to the public. But the industry has a right to expect that it will be protected from exploitation of the sort reported by Mr. Gleeson. Moreover it has a right to expect that other free American industries will do their part toward delivery of the war message.

Many of these incidents may be avoided eventually, should the Community War Plan now being considered by the War Advertising Council [BROADCASTING, June 7] be authorized. Radio, which has rung the bell repeatedly in putting over Government war messages, can expect fair and equal treatment in the allocation of these local war chests to buy time and space. At the very least, the industry will no longer be asked to give away services that others sell.

We Pay Our Respects To —

CARLTON HATHAWAY DICKERMAN

LIKE the itinerant reporter of former years, the radio announcer has acquired a reputation for "floating" from one job to another until he hits network big-time. That sort of activity has been accelerated in these days of manpower shortages.

Thus, it's quite refreshing to find an announcer who has stuck to the same station and on virtually the same job for nearly two decades. Such is the case of Carlton Hathaway Dickerman, chief announcer of WEEI, Boston. Since 1925 he has taken his turn at the WEEI microphone without a hitch. And for that reason we salute him in these columns.

When commercial radio was still in diapers in 1925, Carlton Dickerman landed his job as announcer via a telephoned audition. Subject of the conversation was, of all things, vacuum cleaners! Dick was an expert on them and on electrical appliances in general, because he earned his living selling them for the Boston Edison Co., licensee of WEEI.

The change in profession came about when the company's personnel director, in the market for a vacuum cleaner, called Dickerman for advice. It turned out to be a 25-minute radio audition, because the then manager of WEEI was listening in. Dick was offered an announcing job at $14 a week increase. He joined the station Feb. 24, 1925, as its twelfth staff member. He has witnessed the station's development during 18 years. WEEI subsequently was sold to CBS, for which network it had been an outlet since its formation. The station now has 80 employes.

Despite his success story, Dick doesn't recommend audition by telephone. As he puts it, "Over the telephone the voice is modulated to escape the ears of the visible audience. (Not some people we know!) Over the microphone the voice must project a personality to the invisible ear."

Dickerman was born in Taunton, Mass., on Sept. 2, 1900. Jump from salesman to announcer is not too hard to understand in the light of Dick's background. His school years included participation in every dramatic and musical presentation that offered, five years of piano study, two years of voice, and wide reading in English literature. When not at his books, he enjoyed a good workout in the gym and a few rounds of wrestling or a swim. Nearly 6 feet tall, he now weighs in the neighborhood of 250 pounds. This has changed his athletic interests to an occasional game of golf and an acre garden lot.

Married to a former WEEI hostess, pianist and organist, Sybil Jane Morse, Dick's current interests center around his home in Sharon, a residential community about 20 miles out of Boston, a three-year-old son, and a new Great Dane pup who recently joined the family. Though he hasn't found time to attend meetings, Dick is a member of the Masonic Order and has paid dues regularly for fifteen years.

In almost two decades of announcing, he has run the gamut of announcers' bogies. Once in front of a theatre audience, he unwittingly proved the thesis that "mikes do bite." He ran smack into a standing microphone and stepped on the cord, causing the mike to spring at his teeth. Another time as he approached the climax of a long commercial, a passing artist stumbled against the table supporting his mike and spilled a full glass of water into Dick's spacious lap.

But Dick is still even-tempered, has a healthy appreciation of people, and would be content to stay in radio and at WEEI for the rest of his life. Dick is a happy man. His few ambitions include working as a program director or station coordinator—and perhaps another son and daughter.

To the would-be announcer, Dick gives this advice, "If you want to be a good announcer, you must either possess, or acquire, a modest and retiring disposition. If you are able to do that, the way to some very remunerative assignments lies open before you."

Carleton Dickerman's first program director gave him this tenet to work by. Succeeding by it, Dick knows whereof he speaks.

Personal NOTES

MILLER McCLINTOCK, president of MBS, is on a flying trip to the West Coast, speaking before the Pacific Advertising Assn. in San Francisco on June 23 and the Los Angeles Rotary Club before returning east. On his way back to New York he will stop in Chicago to conduct the meeting of stations which are affiliated with both Mutual and another network, scheduled for June 29.

ED DEVNEY, former sales manager of the New York office of Howard H. Wilson Co., was recently graduated with honors as a second lieutenant at the Army Air Forces School at Miami Beach. Lt. Devney has been assigned to the AAF Intelligence School at Harrisburg, Pa.

GENE T. DYER, owner of WAIT-WGES-WSBC, Chicago, has purchased the Kildare Country Club just outside of Chicago. The golf course will be used as grazing land for the duration, but will be resumed as a membership country club after the war.

TOM TOMB, salesman of WCAE, Pittsburgh, has been commissioned a lieutenant (j.g.) in the Naval Air Corps, and reports to Los Angeles.

CLAIR M. WOLFE, former public relations director of Firestone Tire & Rubber Co.'s Mead, Neb., plant, has joined the local sales department of WOW, Omaha.

JOHN C. JESSUP has joined KOMO-KJR, Seattle, as account executive, after being turned down on his physical examination by the Army. He was formerly with WTMJ, Milwaukee.

MANUEL EISNER, former business manager of the Cleveland Rams football team of the National Professional League, has joined WGAR, Cleveland, as publicity director. He succeeds Maurie Condon, now in the Army.

HARRY M. BITNER Jr., general manager of WFBM, Indianapolis, has been commissioned a lieutenant (j.g.) in the United States Naval Reserve and is expected to report for duty shortly. He has managed the station of which he is part owner, since Capt. Lester Lindow reported for active duty in the Army 18 months ago. Capt. Lindow last Monday reported for duty in Washington in the Radio Branch, Bureau of Public Relations, under Col. E. M. Kirby. He was transferred from Camp Wolters, Tex., where he served as public relations officer since his call to active duty.

CARLOS PUYO DELGADO, prominent Colombia journalist, arrived in Washington last week as a guest of the State Dept. While here, he will interview representative personages for the newspaper and radio audience in Colombia. Senor Delgado is director of the daily radio review, *Actualidad Diaria*.

Mrs. Harold A. Lafount

GLADYS MacDONALD LAFOUNT, wife of Harold Lafount, president of the Atlantic Coast Network, passed away June 14, after an illness of some weeks. Mrs. Lafount was born in Newark March 8, 1903, and was married several years ago to Mr. Lafount, who is general manager of the Bulova-Lafount radio interests and who was a member of the original Federal Radio Commission, forerunner of the present FCC. Funeral was held Wednesday, with interment at Fairmount Cemetery, Newark.

JEANNE ANNE GAMMONS, daughter of Earl H. Gammons, Washington director of CBS, and Mrs. Gammons, last Thursday was married to Lt. W. F. Merrill, U. S. Naval Reserve, of Pittsburgh. Lt. Merrill is in charge of the Fire Control School for officers in Washington and has been in the Navy since his graduation from Ohio State several years ago.

ED RASMUSSEN, former account executive of WOKO, Albany, N. Y., has joined KOY, Phoenix.

BOBBY KAUFMAN, account executive of KFWB, Hollywood, and Shirley Pillar of Los Angeles, were married June 11.

JACK ALLEN, new to radio, has joined KOY, Phoenix, as an account executive apprentice.

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, has been elected to the board of directors of the Atlantic City Beauty Pageant Committee.

BOB HARE, assistant to Hal Coulter, sales promotion manager of KYW, Philadelphia, was inducted into the Army June 21.

TED OBERFELDER, station promotion manager of WCAU, Philadelphia, enters the Red Cross overseas service on July 2. He will be replaced by Emma May Roberts, radio promotion director of the Philadelphia *Record*.

CLAIRE HYLAND, formerly with Stockton, West & Burkhardt, Cincinnati, has joined the network sales promotion department of NBC.

MORTON W. MATTAWAY has joined KLO Ogden, Utah, as sales manager. Mr. Mattaway was formerly sales manager for International Events at Chicago.

LES HACKER, general manager of KVEC, San Luis Obispo, Cal., is recuperating from an appendix operation.

MELVIN DRAKE, manager of KGGF, Coffeyville, Kan., has been elected president of the chamber of commerce.

ANN LADD is new field representative for WLW in the Cincinnati area, calling on retailers and wholesalers. She was formerly a personnel director for the F. E. Compton Co., Chicago publisher.

REVO MIDDLETON, sales manager of WABC, New York, is awaiting a commission in the Army, but believes he may be inducted before it comes through.

MICHAEL M. SILLERMAN, president of the Keystone Broadcasting System, and Estelle Levande, in charge of sales for the National Microscope Exchange, New York, were married June 6 in New York.

ROBERT Z. MORRISON Jr., former field director of the American Red Cross at Fort Slocum, N. Y., and new to radio, has joined the sales staff of NBC Radio Recording, New York. He succeeds John T. Williams, transferred to NBC's television department.

XUM

"Plug Kendrick says:

RESULTS BRING RENEWALS

Bloemer Food Sales Company started WINNvertising in October 1940. They're still with us!

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

BEHIND the MIKE

MIRIAM McGRATH has joined WTOP, Washington, to take over log operations, coming from the editorial staff of the Government Manual, OWI. Helen Shultz, traffic manager, has resigned, effective July 3d, to join her husband in Florida. Jane Jenkins, formerly of WJEJ, Hagerstown, replaces her. Mrs. Betty Grove has joined the staff as script writer in the program department. She was previously with the McCord Agency as a writer.

ALMA SIOUX SCARBERRY, formerly associated with New York and Chicago newspapers, has joined the publicity staff of CBS Hollywood.

JERRY MORRIS is now program director of KOL, Seattle.

LOUIS P. LOCHNER, NBC Pacific Coast commentator, received an honorary Doctor of Laws degree from Muhlenberg College, Allentown, Pa., following his commencement address to 1943 graduating class.

FRANCIS COREY has resumed her thrice-weekly program, *Women & the War* on WQXR, New York, sponsored by Bloomingdale's Department Store, after a six-week absence for the birth of her child.

CHARLES BAXTER, recently appointed Sohio Reporter by Standard Oil of Ohio, has left WTOL, Toledo, to join the Navy.

RALPH NASH, news editor of WBRW, Welch, W. Va., on May 31 married Leona Mae Guessford at Des Moines, Ia.

REV. BOB GODFREY, engineer and announcer of WBRW, Welch, W. Va., has been called to Florida on account of the death of his father.

VIRGINIA COOKE, Hollywood freelance, has been given the writing assignment on Signal's *Question of the Week*, half-hour news analysis series, sponsored by Signal Oil Co., on CBS Pacific and Arizona stations. She was also named to writing staff of weekly *Hollywood Showcase*, sponsored by Ben Hur Products Inc., on Pacific stations of that network on June 11.

PAULINE HOPKINS, writer of CBS *That Brewster Boy*, was elected president of the Chicago branch of the Radio Writers Guild. Louis Scofield, freelance, was elected vice-president, and Nikki Kaye, and Sidney Gerson, freelances, secretary and treasurer.

"A fine doctor! He's so busy listening to WFDF Flint Michigan, he won't take time to paint my throat!"

LORNE GREENE, chief announcer of the Canadian Broadcasting Corp., Toronto, has joined the Canadian Army. Elwood Glover replaces him. Mavor Moore, Canadian Broadcasting Corp. producer at Toronto, has been commissioned a lieutenant in the Canadian Army. Fred Darling, announcer, and George C. Norris of the press and information section, have joined the RCAF.

DE B. HOLLY, producer of CBL, Toronto, has joined the Canadian Army.

MRS. ELIZABETH MEIGGS, New York freelance and advertising copy writer, has joined the continuity staff of KOMO-KJR, Seattle.

JIM FARLEE and Ted Hatch have left the newsroom of WOW, Omaha, to join the Army. Farlee has reported to the Fort Knox Armored Force OCS and Hatch is to report to the Fort Benning Infantry OCS.

CRAIG STEWART has joined WCAU, Philadelphia, Pa. He was previously chief announcer and producer with WMMN, Fairmont, W. Va.

HARRY McTIGUE, from WLOL, Minneapolis, has been appointed production manager of WINN, Louisville, and Bess Lyman, also from WLOL, has been appointed continuity editor.

BILL STROTHMAN, announcer with KGVO, Missoula, Mont., since 1940, has been assigned special duty by the Army. George Shoemaker, new to radio, has joined the announcing staff, and Sam Smith, former announcer who has been studying at Montana State U, returns to the staff for the summer.

New CBS Scripters

THREE scriptwriters have been added to the CBS department of program writing, according to Robert J. Landry, manager of the department. They are Elwood Hoffman, formerly with the OWI, and WWJ, Detroit, and author of *You Can't Do Business With Hitler* and *This Is Our Enemy*, etc. Virginia Rooks, freelance, and Bruno Zirato Jr., apprentice scriptwriter.

SHERMAN DRYER, producer of the NBC *University of Chicago Round Table*, is the father of a girl born June 8.

JACK SIMPSON, former producer of WWL, New Orleans, has joined the NBC Central Division, Chicago, as musical production director.

MARION McCREEDY, m.c. in Miami of a recorded music program for servicemen, has started a similar early morning program on WMCA, New York.

JOHN VERSTREATE, chief of the news department of KSTP, Minneapolis, was to marry Dorothy Gorman of Fond du Lac June 19.

LESLIE RADDATZ, photo editor of NBC, Hollywood, publicity department, is the father of twin boys born June 11.

SCOTTY MORTLAND, narrator-commentator, has joined KROY, Sacramento, and is featured on *Scotty's Old Fashioned Book Review* and *Walk-About, Talk-About*.

Guestitorial

(*Continued from page 32*)

respondent, race horse breeder and gentleman farmer as the director.

Moore went into the program with a vengeance. He was given a free hand and despite the hour of his program—5:30 to 6:30 a.m.—he built up a tremendous following through the Middlewest.

Moore read all the farm journals. He was put on the Agriculture Department mailing list. With the eyes of a trained observer he scanned their releases for program material and a month ago he noticed that Michigan farmers would plant 150,000 acres fewer beans this year than last year, when there was a bumper crop. The State raises one-third of all the beans grown in America. Last year, more than 450,000 acres were planted to this rich protein crop.

When "Dunc" noticed the shortage, he began to figure. He sought more information from the Army, and discovered that the shortage of beans in Michigan alone amounted to 750 million Army meals. That's a lot of beans.

Moore felt that something should be done about this situation. How could WJR help? How could WJR reach these farmers and convince them that they must raise more beans?

Talk alone wouldn't solve the problem. But "Dunc" is something of a showman in addition to being a farm editor and a newspaper man. Calling Secretary of Agriculture Wickard by telephone, he suggested that the Army sell its own program. The idea filtered down from the Dept. of Agriculture, with a bit of weight tossed here and there by the White House, and the Army finally rigged up a cavalcade of tanks and trucks.

On May 17 this motorcade, directed by Arthur Nower, assistant state director of the Agricultural Adjustment Administration, started touring the Michigan bean country. Farmers in the area saw a tank for the first time. They met and talked with heroes from Guadalcanal. And more important, they promised to grow more beans, and signed AAA pledge cards to do it.

WJR never appeared in any of the publicity. WJR was not looking for publicity. WJR was looking for beans and found them. The first day alone of the nine-day tour added 12,000 acres of beans to the year's crop.

Newspapers followed the lead, and the bean acreage problem has been solved.

There are hundreds of ways in which radio stations can assume leadership, but before any station can take action in such affairs the management must be surrounded with men who have ideas.

We must come to realize that radio is not show business alone. Equally with the press we have a responsibility to guard the public against its own folly, to keep the public constantly informed, not only on the news of the day, but on the foibles of individuals which collectively become a menace.

Information is available to us which is not available to the ordinary individual. If we fail to use it for the general betterment of society, then we have failed to accept our responsibilities.

JIM CRIST, formerly of WBOC, Salisbury, Md., has been appointed program director of WSBA, York, Pa., and Jimmy Riser is now war program director and announcer.

TED MALLEY, former announcer of WLIB, Brooklyn, has joined WPAT, Paterson, N. J.

BARBARA HALL, traffic manager of WAAF, Chicago, is to be married to G. S. Younglove, of the Navy.

BOB BRYAR, former war program director of WAAF, Chicago, has been promoted to program director and production manager.

BETTY BURLINGHAM, of the continuity department of WLS, Chicago, was married June 12 to Richard F. Babcock, former member of the American Field Services.

RICHARD B. BIDDLE, from WIP, Philadelphia, Jane Burkhalter, former ballerina with the Metropolitan Opera, and Wyn Sheldon, from WLBZ, Bangor, Me., have joined the announcing staff of WWVA, Wheeling, W. Va. Ruth Lee Miller of West Liberty State College, where she did publicity, has been appointed promotion director.

MARIE FISHER, new to radio, has joined the program department of WIGB, Philadelphia.

DOROTHY CRANDALL has joined the Agriculture Dept.'s New England Radio News Service as one of the country's few woman agricultural broadcasters, filling a job vacated twice this year by men now in the armed forces.

HILDA FRISK, of the Norwegian Information Bureau, New York, is now heard on WBNX, New York, in a program of Norwegian news.

JERRY JAFFE, formerly of WKNY, Kingston, N. Y., and WHCU, Ithaca, has joined the announcing staff of WNEW, New York. Anne Salerno, formerly on the publicity staff of *Charm* magazine, has replaced Marion Radcliffe as assistant in the publicity department.

STAFF SGT. JOHN ANSPACHER, who is with the Psychological Warfare Branch of the Army in Africa, has been commissioned a lieutenant. Lt. Anspacher, former night press representative for WOR, New York, was drafted last June, and saw action when the Allies invaded North Africa last November.

ARTHUR AUSTINE, former announcer of W47NY, New York, has replaced William Reddick on NBC's production department.

JOE GREGORI, Episcopal minister of Phoenix, has joined KOY, that city, as an alternate Spanish announcer and interpreter.

WILLSON EDWARDS, one-time announcer of KECA-KFI, Los Angeles, and more recently a civil aeronautics instructor, has joined OWI overseas division and is scheduled for duty in New Zealand. Jim Bannon, one-time announcer of KFI, has returned to that station.

BOB PURCELL, for 10 years special events director of WCFL, Chicago, has joined KECA-KFI, Los Angeles, in a similar capacity. He replaces Bill Davidson, now in the Army. Vernon Crawford, former announcer of KHJ, Hollywood, has joined the announcing staff. Jay Burnette, narrator-commentator, is combining a seven-hour graveyard shift at Douglas Aircraft Co., Santa Monica, with his station work.

CHUCK LOGAN, special events director of WBBM, Chicago, in addition to his present duties, has been named director of public service programs for WBBM and CBS in the midwestern area, succeeding Mrs. Lavinia Schwartz who has been appointed assistant deputy chief of the OWI Chicago Radio Bureau. Florence Warner has been transferred to the public service department from publicity, where she has been succeeded by Ed Greenberg, formerly of the Champaign (Ill.) *News-Gazette*.

Hawks Extended

BOB HAWK's contract as m.c. of *Thanks to the Yanks*, heard on CBS Saturdays 7:30 p.m., has been extended by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., sponsor of the series, for a five-year period until June 25, 1949. Wm. Esty & Co., New York, is agency.

WALTER TETLEY (Leroy) of the weekly NBC *Great Gildersleeve*, has been signed for a role in the RKO film featuring Mickey Rooney.

BOB CAFFEY left the announcing staff of WIOD in November, 1942, to enlist in the Navy. An accident injured him so that the Navy gave him a medical discharge, and he is now back at WIOD.

ROBERT A. HINNERS, from WERC, Erie, Pa., has joined WJW, Akron, as announcer. He is the father of a baby girl.

PATRICIA BICKFORD, new to radio, has been appointed continuity director of WFIL, Philadelphia.

RUSS MULHOLLAND, announcer of WCAU, Philadelphia, is entering the Coast Guard.

GUARANTEED not to bark around the KRNT mike unless a pheasant flies into the newsroom, Red Rock, Des Moines' argument for studio dogpower, brings copy from the 12th floor newsroom to News Editor Glen Law on the 13th floor.

GIL BABBITT, promotion and publicity manager of WPEN, Philadelphia, is seriously ill with an ear infection.

BERNIE BARTH, announcer of WFIL, Philadelphia, and Kathleen Doran, of Sturgis, S. D., are to be married June 29.

Fair Warning

WDGY, Minneapolis is urging staff announcer Dick Day to keep his personal opinions to himself, at least while he is on the air. In introducing a program a few days ago, his tongue did him dirt when he told his audience what was scheduled "during the curse of the next 15 minutes".

MORGAN BRASSELL Jr., 17, has joined WHBQ, Memphis, as announcer after one year at WSKB, McComb, Miss.

TOM MAHONEY, former assistant manager of the news bureau of General Electric Co., Schenectady, has resigned to join the overseas branch of the OWI in New York.

LORETTA CORNENSON, copy editor of KFWB, Hollywood, and Dr. Sigmund Kaufman of Los Angeles, were married in the latter city June 5.

GEORGE HAY (Solemn Old Judge), of the weekly NBC *Grand Ol' Opry*, has completed an assignment in the Republic film, "Hoosier Holiday."

HAVE YOU DISCOVERED

This 50,000-watt

STAR STATION!

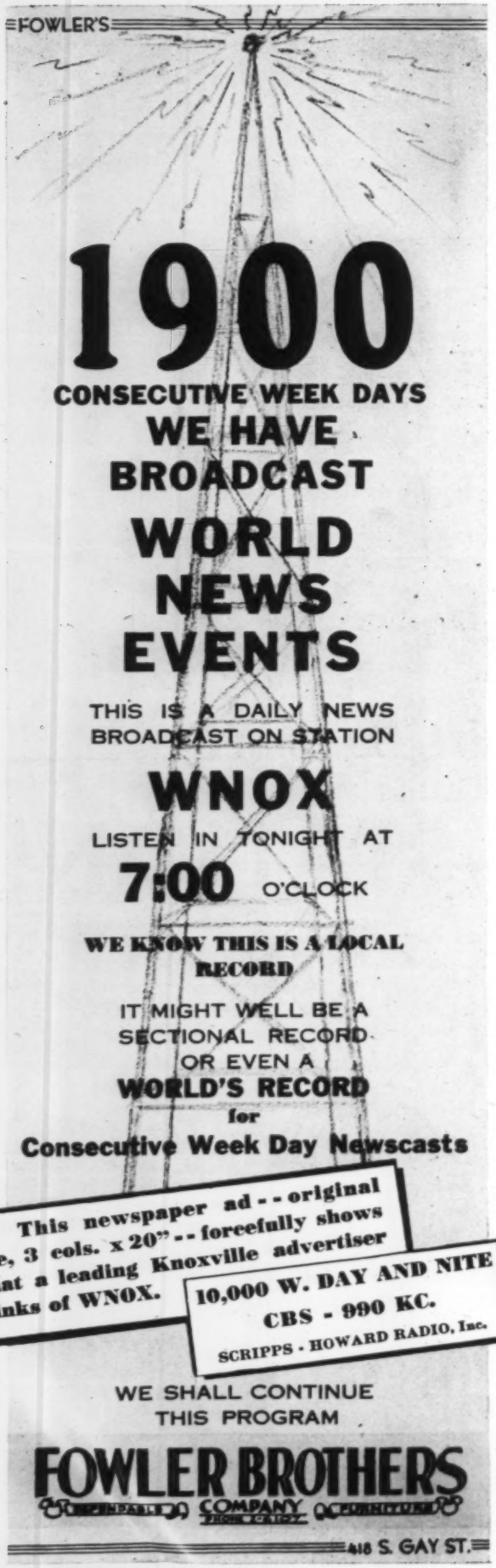
Thousands (millions might be safer but we're conservative) of new listeners have discovered that WWVA comes under the heading, "Stations, Too, Must Be Stars!" And this because of a Personalized Operation increased to 50,000 Watts October 8, 1942.

Advertisers, too, are feeling the full force of this Fort Industry Company "Star" operation. One especially large investor of radio advertising dollars voluntarily advised sales were 91% higher in the WWVA market than they were the prevous 12 months.

It will pay you well to "discover" America's Fastest Growing 50,000 Watter!

BASIC BLUE : : : : : ASK A JOHN BLAIR MAN

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION



CHARLES WILEY, former member of the sales staff of WJWC, Chicago, has taken over new duties as night editor of WGN, Chicago.

MILTON H. HEIDRICH, former member of the press department of WGN, Chicago, reported June 16 to the Army at Camp Grant, Ill. His job is being filled by his wife.

TOM MEANS, former traffic manager and director of promotion at WCSC, Charleston, S. C., has joined the promotion department of CBS, New York.

KAY OWSLEY GLASS, director of continuity of WBT, Charlotte, has resigned to join her husband at Camp Davis, N. C. Her assistant, Adele McCarty, takes her place and Audrey Summers, secretary to W. McGregor Parker, sales promotion manager, has been named to assist Miss McCarty. In the program department, Betty Bost has been appointed to replace Frances O'Daniel, resigned.

HARRY BURLER, announcer of WHIO, Dayton, has been commissioned an ensign in the Navy. He is to be in Naval aviation.

MRS. DOROTHEA CULLUN HILBERT, Yonkers, N. Y., has joined the production staff of WS5A, GE FM station in Schenectady. Harrington Crissey, Belmont, N. Y., has joined the announcing staff. He attended the BLUE announcing school after his release last fall from the merchant marine because of color blindness.

VINCENT ANDERSON, formerly with KFIZ, Fond du Lac, Wisc., has joined WKBH, La Crosse, Wisc.

KATHERINE STARTS has joined the traffic department of KGGF, Coffeyville, Kan., and Roger Stoner, from Muskogee, Okla., and Jack Anderson have joined the staff as announcers.

RALPH WALDO EMERSON, has joined BLUE Hollywood, as staff organist.

ELIZABETH PATTERSON, actress, has been signed to portray Aunt Sally on the weekly *New Jack Carson Show*, summer replacement program for the *Milton Berle Show*, sponsored by Campbell Soup Co., on CBS stations.

TOM MERRICK, Hollywood musical director, has been given that assignment on *Stop and Go*, weekly half-hour quiz program, sponsored on NBC Pacific stations by Grayson Shops, (women's apparel).

HENRY KINGSTON, Chicago free-lance writer and producer, and radio director of Central YMCA College, has joined the Army and is stationed at Camp Grant, Ill.

JOHN FITZPATRICK of the announcing staffs of Muzak's FM station W47NY, New York, and WTEL, Philadelphia, has joined the Navy.

ALLAN SIMMS and Fred Sayles, have joined WAAT, Newark, as announcers. Sayles replaces Bruce Matthews, who has taken a war-plant job, while Simms, new to radio, is scheduled to go to the Navy later in the summer.

5000 WATTS FULL TIME
630 KC.
BLUE NETWORK
KXOK
ST. LOUIS, MISSOURI
Represented by WEED & CO.

CAMPUS SURVEY
Shows Students Listen Two Hours Daily to Radio

POPULAR music, plays and classical music, in that order, are the top preferences of students at Michigan State College, according to a campus survey conducted by student Barbara Griffith to determine the radio listening habits and tastes of her fellow students. The average student listens to the radio two hours daily or about 12 hours weekly, the survey revealed, concluding that the students listen least of all to WKAR, the college's own station. Students polled complained that WKAR's educational programs are not made interesting enough to attract and hold an audience.

Voted "king of popular orchestra leaders" was Harry James (CBS). Top-ranking dramatic show was *Lux Radio Theater* (CBS), while the favorite classical music feature was the New York Philharmonic symphony orchestra concerts. Lowell Thomas (BLUE) was selected the favorite news commentator, Bob Hope, favorite comedian, and *Information Please* (NBC), best quiz program.

DAVIDSON TAYLOR, CBS assistant director, leaves in a week or ten days for the west coast where he will remain for three weeks for conferences on network programs, including a new series being prepared by norman Corwin.

ALVIN JOSEPHY Jr., chief of special events and time clearance for the OWI Radio Bureau, reported to the Marines June 14 to take up training as a Marine Combat Correspondent. He will be a sergeant. Mr. Josephy, for five years director of news and special events with WOR, New York, has been with OWI since it was founded. Recently he had been working on the new Information Guide for the Domestic Branch. He was also OWI representative at the United Nations information office.

STEPHEN ALLEN, writer-announcer of KOY, Phoenix, has been inducted into the Army.

LAWRENCE EDWARD LESUEUR, CBS foreign correspondent, married Joan Phelps of Harrow, England, in New York last week.

MORTON A. MILMAN, connected with the Washington headquarters of the Treasury War Savings Staff, has been transferred to the New York War Finance Committee to head the Radio Division. Mr. Milman, who replaces Fred Vosberg, resigned, will retain his national connection in the Washington organization.

FRED WIETING, announcer of WIBG, Philadelphia, before joining the Navy, has completed his training at Notre Dame and has been commissioned an ensign.

THOMAS C. ROBERTSON, formerly of CJCB, Sydney, N. S., has joined CJFX, Antigonish, N. S., as chief announcer. He has been in broadcasting for 14 years.

MISS LADDIE DENNIS, Toronto dramatist, has joined CKCL, Toronto, as a fulltime announcer. Jack Stewart, announcer of CKCL, Toronto, has been given leave of absence for six months on account of ill-health and has gone to his home in Calgary, Alta.

TWO NAB OFFICIALS JOIN ARMED FORCES

EVERETT E. REVERCOMB, NAB auditor, and Russell P. Place, counsel, last Wednesday left the trade association to enter the war effort. Mr. Revercomb, auditor since 1935, was commissioned an ensign in the Navy, Communications Division. Mr. Place, counsel since November, 1939, has entered the Office of Strategic Services headed by Col. William J. Donovan, but his assignment has not been disclosed.

Mr. Revercomb was the NAB's senior staff member in point of service, having been retained when James W. Baldwin, now a lieutenant colonel in the Signal Corps, was managing director. He is married and has one child.

Mr. Place, a native of Boston, joined the NAB as legal assistant to President Neville Miller soon after he took office as the trade association's president. Mr. Place is married and has three children.

Miller on Fund

NEVILLE MILLER, President of the NAB, has accepted the chairmanship of the radio committee of the National War Fund, organization representing 19 philanthropic war agencies, while Jesse Butcher will serve as radio director in addition to his duties as radio director of the USO. President of the NWF is Winthrop W. Aldrich, Chairman of the Board of the Chase National Bank, and Prescott S. Bush, a CBS director and member of Brown, Harriman & Co., is national campaign chairman.

MBS Canada Pickup

COL. ROBERT R. McCORMICK, *Chicago Tribune* editor and publisher, Sen. Burton K. Wheeler, D-Mont., William Jeffers, U. S. rubber coordinator and C. D. Howe, Minister of Munitions & Supply for Canada, were heard on a Mutual broadcast originating at a luncheon given by the Ontario Paper Co., in Niagara Falls, Ontario, June 18. Program was picked up from CBC.

ENRIQUE DE MARCHENA, director of HIN, Ciudad Trujillo, Dominican Republic, was guest of honor last week at a luncheon at the Hotel Lexington, New York, tendered him by a group of radio and music representatives. Senor De Marchena is in this country at the invitation of the Government to assist in cementing cultural relations between America and the Dominican Republic.

EIGHT
of the
FIRST TEN
NETWORK SHOWS
are heard thru
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE
MAGIC VALLEY—

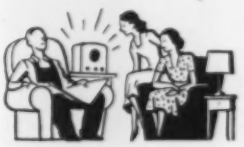
Why Northern California farmers knock off work for ½ hour every weekday morning at 6:15

Hard-working farmers pause, each weekday morning, to listen to KPO's fastest growing program—Farmer's Digest.

For five months Farmer's Digest has been building a loyal following in rural California. Tailored to the farmer's needs, Farmer's Digest brings up-to-the-second World News, Farm News, Market News, Interviews, Entertainment.

Edited like a well-run farm paper Farmer's Digest covers all phases of rural living; reaches the whole farm family. Little wonder Farmer's Digest is acclaimed by rural listeners throughout Northern California—this is their program; the only one of its kind in the west.

NOW—after months of testing—Farmer's Digest is available for sponsorship. Plan is to sell daily features on the program. For example, a five-minute farm feature with opening and closing commercial costs only $24! If you want to



reach the farm families—in the wealthiest farm area in the United States—ask any NBC-KPO representative to give you the facts about Farmer's Digest.

Get the facts...and you'll be on

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
FARMER'S DIGEST

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

WKBW

BUFFALO
BROADCASTING CORPORATION

Agencies

TOM McAVITY, executive of James L. Saphier Agency, Hollywood talent service, with broadcast of June 17 takes over production for McKee & Albright, of the NBC *Rudy Vallee Show*. He succeeds Dick Mack, now on leave. Mr. Mack, as producer for Warwick & Legler, New York agency, will devote full time to CBS *Blue Ribbon Town*, sponsored by Pabst Sales Co. (beer). His return to the former program in fall is problematical. Although not confirmed, reports on the West Coast persist that Vallee will be taken off the Sealtest program shortly, either by order of a navy directive or through receipt of a commission.

WILLIAM H. LARKIN, former representative for various magazines and active in the past in all phases of automobile advertising and merchandising, has joined the Detroit office of Ruthrauff & Ryan.

LUCILLE MAFUCCI, assistant to Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, has resigned. She is to be married.

ROY T. LOCHTEN, formerly of N. W. Ayer & Son and Ivey & Ellington, Philadelphia agencies, has joined the media department of Geare-Marston, Philadelphia.

JOHN W. SCHOENINGER, of the advertising department of the John Wanamaker department store in Philadelphia and previously with N. W. Ayer & Son in Philadelphia, will shortly join Fox & McKenzie, Philadelphia agency.

JANE SCOTT, former executive of the William Morris Agency, New York, on July 15 joins the radio department of Foote, Cone & Belding, New York, in an executive capacity.

EDMUND L. CASHMAN, a senior radio executive on the Lucky Strike account at Foote, Cone & Belding, New York, was named a vice-president of the agency last week.

HERB R. BEAVEN, account executive of the Los Angeles office of Brisacher, Davis & Van Norden, recently was named a vice-president.

CLIFFORD S. SUTTER, account executive of Geyer, Cornell & Newell, New York, has resigned to join the OWI in Washington.

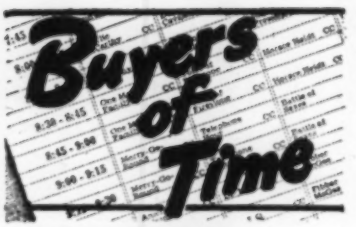
JOHN P. BRODERICK, a previous director of the New York Victory Fund Committee, has been named director of public relations of Doremus & Co., New York.

JOHN C. COHAN, account executive of Smith & Bull Adv., Los Angeles, has resigned because of ill health.

HUGH D. LAVERY, former merchandise manager of the organic chemicals department of E. I. duPont de Neumours & Co., has joined McCann-Erickson, New York, as junior account executive. Mr. Lavery was once associated with J. Walter Thompson Co., and Ruthrauff & Ryan.

MANNING OSTROFF, program director of KFWB, Hollywood, has resigned to join Eddie Cantor as personal producer on the weekly NBC *Time to Smile*, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), when the program resumes in fall. This will not affect Dave Elton, producer of Young & Rubicam.

CHARLES HODGES, Mutual commentator and war editor of Transradio Press, has been commissioned by Newsreel Theaters, New York, to do a newsreel series "Big War — Little World."



KATHRYN M. HARDIG

ANY GIRL who can learn something new about radio every minute for 5½ years, and has brains, personality, charm, tact and beauty can probably match the progress of Kathryn M. Hardig, whose promotion to timebuyer at the Ralph H. Jones Co., Cincinnati-New York advertising agency, has just been announced. Nonetheless, hers is no mean accomplishment.

A person of firm decision, Miss Hardig made her first wise choice when she transferred from a teaching to a commercial course at the University of Cincinnati. Her college training was heavy on economics, and she has continued to learn what makes economic wheels go round, later adding the study of history.

Miss Hardig's first business connection after leaving the university was with the Kemper-Thomas Co., advertising specialty manufacturers, where experience in the sales department provided her with a few fundamentals of advertising agency work. In 1938 she joined the Ralph Jones agency and spent most of her time thereafter as secretary to Charles M. Robertson Jr., now newly elected president of the agency. Radio was her special interest and she found agency environment stimulating and instructive in this field. Recently she became assistant time buyer, moving finally to the top time-buying job.

Music is one of Miss Hardig's chief hobbies. She plays the piano and rarely misses a Cincinnati Symphony concert. A bent for the classics is displayed in her equal love for grand opera. Second on the hobby list is a Scottish Terrier. Hers is a blue-blood who is said to have a close affinity for hand-bill distributors, gas meter inspectors and all unwelcome visitors.

YOUNG & RUBICAM, Toronto, has been added to the Advertising Agencies of Canada, War Finance Group, the co-operative agency handling all Government war bond and war financing advertising. There are now 28 Canadian agencies in the group. E. W. Reynolds, president of the Canadian Assoc. of Advertising Agencies and of E. W. Reynolds Co., Toronto, is chairman.

Ray Linton Setting Up Rep Office in Two Cities

RAY LINTON, formerly manager of KFBI, Wichita, has organized a station representative firm bearing his name with offices in New York and Chicago. A veteran in radio, Mr. Linton was at one time with Gregg, Blair & Spight, now John Blair & Co., and in 1934 he founded his own representative firm which he operated until 1939, when he sold out and went to South America.

Mr. Linton

Mr. Linton plans to concentrate sales efforts of the firm on a limited list of stations. The manager of the Chicago office, to be located at 360 N. Michigan Ave., will be announced shortly, while Mr. Linton within the next few weeks will open the company office in New York.

Maxon Names Brown

C. EDGAR BROWN, formerly assistant to Charles Michelson, publicity adviser to the Democratic National Committee and assistant to the late Col. Louis Henry Howe, personal friend and confidential advisor to President Roosevelt, has been named public relations director of the New York office of Maxon Inc. Marlin Pew, who previously held this position, has transferred to contact operations work for the agency. Mr. Brown has been active in the magazine and syndicated newspaper field, having been associated in the past with John Wheeler Syndicate, now North American Newspaper Alliance, and newspapers.

Market Consultant

TO ADVISE manufacturers interested in purchasing, developing and marketing new products for post-war consumption, a consultant service will start operation July 15 as Post-War Planners, Grayhar Bldg., New York. Firm was organized by Thurland Hansen, plastics consultant, who will serve as director, and Edward G. Jacobsson, until recently copy and promotion man at Maxon, Inc. Mr. Jacobsson has served in a similar capacity with Kenyon & Eckhardt, and Blackett-Sample-Hummert.

OFF THE AIR during the flood, when its service was most needed, WASK, Lafayette, Ind., suffered severe damage as a flood casualty. As the Wabash swelled to a 30-year high of 28.5 feet, WASK's transmitter house and equipment were under water for over 48 hours. It took two weeks to clean, bake and completely overhaul the transmitter and get the station back on the air.

Role of Advertising in War and After, Theme of AFA Conference June 28-30

SPEAKERS at the Wartime Conference of the Advertising Federation of America, June 28-30 at the Waldorf-Astoria, New York, were announced last week by Elon G. Gorton, chairman of the board of the AFA, who reported that most of the discussions and talks will revolve around the theme of the conference: "Advertising's Place in the War and After."

Keynote address at the opening general session will be delivered by Willard T. Chevalier, publisher of *Business Week* and chairman of the conference program committee, after which Carroll B. Larrabee, president of *Printers' Ink*, will speak on "Is Advertising Doing Its Best Job?"

Talk by Halleck

Charles A. Halleck (R.-Ind.) will give an off-the-record talk on current legislative trends in Washington, and the Monday afternoon session will close with the presentation of awards to Advertising Clubs "for achievement during the past year" by Allan T. Preyer, executive vice-president of Vick Chemical Co., a member of the AFA board of directors, and chairman of its War Advertising committee.

The AFA annual dinner on June 28 will feature a talk on the Navy's interest in and experience with advertising by Capt. Leland P. Lovette, USN, director of public relations. Lt. J. D. Stamm, USN, will describe his recent visit to Russia with former Ambassador Joseph E. Davies, and a third speaker will be announced later.

The feature of the June 29 program will be the conference on Advertising Club activities, with speakers from the War Advertising Council, the OWI, other war agencies and members of Clubs throughout the country. Willard Wolf, AFA vice-president, will serve as chairman of this meeting, at which an exhibit of wartime advertising by 60 leading firms will be on display. Speaker for the luncheon meeting is to be announced and the AFA annual business meeting and election of officers will take place in the afternoon.

Session on radio, under sponsorship of the NAB, takes place Wednesday morning, with panel discussions on "What the New FCC Regulations Mean to Advertisers", and "The Wartime Radio Audience." Lewis H. Avery, head of the NAB's department of Broadcast Advertising, will preside. Another session that morning will be devoted to direct advertising, presided over by Henry Hoke, program director, Graphic Arts Victory Committee.

Speakers at the general session and luncheon June 30 include Paul Hoffman, president of Studebaker Corp., and chairman of the Committee on Economic Development, speaking on "Industry's Job in the Post War Era", and John Wiley, vice-president of Fuller & Smith & Ross, whose subject will be "Advertising's Place in the Post War Era."

MAURICE C. DREICER, radio commentator and expert on speech, who has conducted such programs as *Where Are You From?* on MBS, is the author of an article on "Make Your Voice an Asset" in the July issue of *Your Life* magazine.

Canada Modifies Its Ban On Industry's Manpower

MODIFICATION of the compulsory employment transfer regulations [BROADCASTING, June 7] of the Canadian Department of Labor, under which all jobs in radio stations were also subject to transfer for men in the military call-up groups, has been obtained by the Canadian Broadcasting Corp.

Under a ruling of the Department of Justice, to which the CBC appealed, its services were termed a public service, and all but artists are exempt from the compulsory job transfer regulations. Artists who come under the entertainment classification of the compulsory job transfer order, have to register for more essential jobs if men between 19 and 25 years, or single men up to 41 years of age.

ERPI Radio Film

TO TEACH American as well as foreign students in high schools and colleges the principles of "Sending Radio Messages," ERPI Classroom Films, New York, a subsidiary of Western Electric Co., has prepared an educational motion picture under that title, through cooperation of WOR, New York. Partly animated and partly live, the movie shows technical scenes filmed at WOR's transmitter in New Jersey, as well as live scenes shot in WOR's studio and newsroom in New York.

KSTP, St. Paul, which claims to be the first station in the U. S. to set up its own news bureau, has acquired the special AP radio news wire from Press Assn. Inc., Stanley E. Hubbard, KSTP president, has announced.

5000 WATTS · 1330 KILOCYCLES

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

ENGLISH • JEWISH • ITALIAN

The roster of advertisers using WEVD year after year reads like "Who's Who in National Advertising. List on request.

HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117 W. 46th Street, New York, N. Y.

The TEXAS RANGERS now

Selling Coffee on WROL

Knoxville

... also selling many other products on many other stations.

George E. Holley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

WOR

MUTUAL

BUFFALO BROADCASTING CORPORATION

It's still growing, Ben!

YOU played your part in building this city of Washington, Benjamin Franklin. It was nothing but a babe-in-arms in those days. Why now we have 300,000 people employed by the Federal Government alone! Washington makes over a million and a half telephone calls every day! Compared to us, Ben, you guys were slightly on the small time side.

These Washington people act as purchasing agents for the entire nation, Ben! When you think over the fact that 109 BILLION DOLLARS will be spent from Washington by the government alone in 1943, you'll have some idea of what we mean.

But, Washington's like that, Ben, and

WRC *is first in Washington*

REPRESENTED NATIONALLY BY N. B. C. SPOT SALES

Studio Notes

AS A MEASURE to combat juvenile delinquency and encourage a religious spirit among children, WBYN, Brooklyn, presents a weekly half-hour program titled *Child Evangelism Fellowship*. Talent is made up of youngsters who sing, play instruments, dance and tell stories.

NEWS of war jobs for men and women is featured in a five-times weekly program presented on WBYN, Brooklyn in cooperation with the U. S. government employment service.

KFWB, HOLLYWOOD, on June 7 added Reuters London dispatches to its list of news services, which now include AP, UP and INS. Initial broadcast of the nightly series was m.c.'d by Edward G. Robinson.

CJLS, YARMOUTH, N. S., is to issue a new rate card on July 1.

WNAX, YANKTON, celebrates the second birthday on June 26 of its program for shut-ins, *Circle B Dude Ranch*. A feature of the anniversary will be the induction of the first English member writing from Liverpool. Program now has 3,800 members who are pledged to write to shut-ins each month.

12 HOURS of auctioning and entertaining raised $250,000 June 5 when WRVA, Richmond, ran a Bond Rally in roped-off Freemason Street in Norfolk toward that city's $37,000,000 fund for a cruiser. Program included four broadcasts, with 150 entertainers, war heroes, civic leaders and members of various branches of the armed forces taking part.

WDRC, Hartford, has changed the name of its early morning recorded show from *Shopper's Special* to *Strato-Liner*, with train sound effects on opening and close discarded in favor of the sounds of an airplane motor. Announcer Bill Hart is pilot.

KVAK, Atchison, Kan., has acquired the special AP radio news wire from Press Assn.

WSLI, Jackson, Miss., has redecorated its studios and offices in Vogue blue, in honor of its network affiliation, and built new office space.

WBYN, Brooklyn, established May 1, 1941, last week released its second rate card to advertisers and agencies, the rates therein retroactively effective to June 1, 1943.

KFNF, Shenandoah, Ia., has acquired the AP radio news wire.

Singing Breaks

SINGING STATION breaks have been introduced by WFIL, Philadelphia, for the five hours of *News 'N Music* each afternoon. These breaks, written by Edmund Dawes, educational director, are presented by a group of five voices. Many of the breaks have a definite tie-in with the various news periods comprising the *News* portion of *News 'N Music*, while others have a tacit break for time signals by the announcer.

General Cable 'E'

GENERAL CABLE Corp., New York, purchased an hour on WOR, New York, June 16 to broadcast ceremonies accompanying the presentation of the U. S. Maritime Commission's "M" award and Victory Fleet Flag to the company's eight factories. Robert Bellaire, former UP foreign correspondent, served as m.c., interviewing war heroes back from the fighting fronts. General Cable agency is Moser & Cotins, New York.

WJR SCHOLAR PICKED

$5,000 Award To Detroit Boy To Train For Radio

Fitzpatrick Greets Winner

THE $5,000 WJR scholarship in radio education was awarded to Richard Mitchell, 18-year-old Detroit high school boy, over two other high school seniors, Douglas Sinn and Virgil Lange. The scholarship was established by G. A. Richards, president and Leo Fitzpatrick, vice-president and general manager of WJR to train "a future radio executive of outstanding ability."

Since the winner will enter military service shortly, he will be given $1,000 in cash, and $4,000 will be placed in escrow for his use upon his return. Runners-up were awarded $100 war bonds, and each of the 21 candidates was given an engraved watch. The three finalists will work at WJR this summer.

WJR's scholarship winner, in addition to many radio performances during his high school years, maintained an "A" average in his classes and excelled in extra-curricular activities. He was selected by Dr. Frank Stanton, CBS vice-president; Dr. Alexander G. Ruthven, U. of Michigan president, and Dr. Warren Bow, Detroit supt. of schools.

SEYMOUR KORMAN, Mutual correspondent, was the first American radio reporter to give an eyewitness account of the surrender of Pantelleria. Only American radio correspondent with the British troops as they advanced on the Italian isle, Mr. Korman fed his story to MBS.

AP

WSAV, Savannah, Ga.

. . . Your Telescripts have proved valuable to us in both our commercial and sustaining programming.

Harben Daniel, General Manager

available through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

3 New Features In Hooper Reports

Sex, Age of Listeners, Time Listened per Hour Included

BEGINNING July 1, C. E. Hooper Inc. will include three new features in its National Ratings Reports: the number of men, women and children listening to particular programs, the average number of minutes listened during each hour, and continuous ratings on nationally sponsored programs broadcast after 10:30 p.m. and, if rescheduled, before 8 a.m.

These new features, to be added without additional cost to subscribers, were announced by Mr. Hooper at a news conference in New York at which he reviewed history of program ratings and explained the operations and results of the coincidental telephone survey technique used by his organization.

Mr. Hooper also announced a new tailor-made service on particular programs for individual advertisers, which, after five years of research, has been tested in five months of actual service for three leading radio advertisers and their agencies. The data from this new specialized service, collected through more than 6,000,000 interviews throughout the country in a year, are presented in a continuous 17-factor index.

Factors Now Supplied

Four of these factors: available audience, sets in use, average rating and sponsored hours, are basic data already supplied to all subscribers to the regular Hooper rating service. Also derived from the national totals are the next 10 factors: a program's current performance compared with its past performance; a comparison of audience size during entertainment and commercial; program rating compared with average rating; program compared with its type; this type compared with other types; sponsor identification analysis; audience composition; how frequently they listen; how long they have listened; and a sales effectiveness index.

The remaining three factors are purely local, dealing with the number of listeners to a program and to competing programs in individual cities, together with similar information for the periods preceding and following the particular program. From this, Mr. Hooper explained, the advertiser can determine on which stations his program is improving or slipping, whether his listeners are the kind of people who buy his product, whether local merchandising is necessary in certain markets and what sales returns he is getting from his radio dollar.

Stating that only one element of his five-year plan has yet to be realized: the measurement of station coverage, Mr. Hooper repeated the statement at a clinic of more than 200 industry members just prior to the recent NAB war conference that before the next NAB meeting he will have announced a uniform station coverage audit which will not favor any type or size of sation, will be comparative between cities, towns and farms, will apply the same reporting method to all localities, and will provide for each station its own coverage pattern only, to be distributed at will by the station.

Tight Fit

THE NEW champeen! When Evelyn Howe of WKNE, Keene, N. H., read of the 6-foot 4-inch announcer who climbed into the Jap suicide sub on its bond selling tour, she challenged WKNE's Bob Peebles to climb into the sub when it came to Keene and break the record. Bob did it, and him 6 feet 4½ inches!

War Names Pronounced On Interior Dept. Discs

ESPECIALLY for broadcasters, the Interior Dept. Radio Section has begun a series of "sound pronouncers", daily minute-and-a-half discs on "War Names in the News," according to Director Shannon Allen. The first eight transcriptions, with Mr. Allen's voice spelling, pronouncing, and breaking down phonetically geographical names like Lampedusa and Pantelleria, have been issued to the Washington offices of the four major networks.

Planned to parallel the press releases issued to wire services, and based on material furnished by the U. S. Board on Geographical Names, a unit of the Interior Dept., the discs give about 100 words of background on climate, topography, geological formation, location, and strategic value of the region. In effect, the recordings not only give correct pronounciation but provide an audible map of places in the headlines for radio news listeners.

NBC's 'Hot Copy'

DURING the eight-week hiatus period from July 3 through Aug. 21 when *Truth or Consequences* takes its summer vacation from NBC, the network will substitute a sustaining series titled *Hot Copy*, which deals with behind-the-scenes events in a newspaper office and originates in Chicago. The quiz program, returning to NBS Saturdays 8:30-9 p.m. Aug. 28, is sponsored by Procter & Gamble Co., Cincinnati. Compton Adv., New York, handles the program, which promotes Duz.

Tube Export Test

A NEW type of export license system has been developed by the Board of Economic Warfare, and is now being tested with radio tubes as the sample export product. Under the new procedure BEW establishes tentative export license limits to each country, beyond which licenses are not likely to be issued. Firms may then use these tentative limits as a guide in selling abroad, since they will have previous warning of the amount of merchandise they will be permitted to export.

KSD and NBC

PROVIDE INCOMPARABLE BROADCASTING SERVICE

In St. Louis

IT IS 225 MILES FROM KSD TO THE NEAREST OTHER BASIC NBC OUTLET

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KHJ, Hollywood

Allstate Insurance Co., Chicago, 5 *sp*, 7 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Douglas Aircraft Corp., Santa Monica, Cal. (employment), 5 *sp* weekly, 13 weeks, thru Essig Co., Los Angeles.
Sparkletts Drinking Water Co., Los Angeles, 25 *ne* weekly, 26 weeks, thru Raymond R. Morgan Co., Hollywood.
Partmar Corp., Hollywood (motion pictures), 2 *ne* weekly, 13 weeks, thru Scholts Adv. Service, Los Angeles.
Procter & Gamble Co., Cincinnati (Ivory Flakes), 6 *ta* weekly, 4 weeks, thru Compton Adv., N. Y.
Payne Furnace & Supply Co., Beverly Hills, Cal. (repair service), 20 *sa*, thru Knollin Adv., San Francisco.
Scudder Food Products, Monterey Park, Cal., 22 *sa*, thru Brisacher, Davis & Van Norden, Los Angeles.
Firestone Tire & Rubber Co., Akron, 5 *sp* weekly, 2 weeks, thru Sweeney & James, Cleveland.

KECA, Los Angeles

Allstate Insurance Co., Chicago, 4 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Payne Furnace & Supply Co., Beverly Hills, Cal. (repairs), 6 *sa* weekly, 10 weeks, thru Knollin Adv., San Francisco.
Interstate Bakeries Corp., Los Angeles (bread), 5 *sa* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Thrifty Drug Co., Los Angeles, 7 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
National Schools, Los Angeles (instruction), 5 *ne* weekly, 13 weeks, thru Adolph Wenland, Los Angeles.
Searl-Merrick Co., Los Angeles (investments), weekly *sp*, 52 weeks, thru Robert F. Dennis Inc., Los Angeles.

WEAF, New York

S. A. Schonbrunn & Co., New York (Savarin coffee), 10 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Empire Gold Buying Service, New York, 312 *sa*, thru Carl Calman Inc., N. Y.
Rum & Maple Tobacco Corp., New York (Three Squire and Rum and Maple tobaccos), 6 *sa* weekly, thru Raymond Spector Co., N. Y.
Macfadden Publications, New York (*True Story*), 6 *sa* weekly, thru Raymond Spector Co., N. Y.
Consolidated Royal Chemical Corp., Chicago (Krank's Shaving Kreem), 3 *sa* weekly, thru Arthur Meyerhoff & Co., Chicago.

KSRO, Santa Rosa, Cal.

Pepsi-Cola Co., Long Island City, 21 *sa* weekly, 52 weeks, thru Newell-Emmett Co., N. Y.
National Lead Co., San Francisco (Dutch Boy paints), 5 *ta* weekly, 29 weeks, thru Erwin Wasey & Co., San Francisco.
Vallejo Builders, Vallejo, Cal. (home repairs), weekly *sp*, 52 weeks, direct.
Christian Science Churches, San Francisco, weekly *sp*, 52 weeks, thru Brisacher, Davis & Van Norden Inc., San Francisco.
Nehi Bottling Co., Santa Rosa, Cal. (Par-T-Pak beverages), 4 *sa* weekly, 52 weeks, thru BBDO, Los Angeles.

WOWO-WGL, Fort Wayne

All-State Insurance Co., 56 *sa*, thru Ruthrauff & Ryan, Chicago.
Murphy Products Co., Burlington, Wis. (feed), 52 *ta*, direct.
Allis-Chalmers Mfg. Co., Milwaukee, 2 *sp*, direct.
Lumberman's Mutual Casualty Co., Chicago, 7 *sa*, thru Leo Burnett Co., Chicago.
Churngold Corp., Cincinnati (margarine), 195 *sa*, thru W. F. Holland Agency, Cincinnati.
Farnsworth Television & Radio Corp., Fort Wayne, 26 *sp*, direct.
R. L. Polk Co., Detroit (city directory), 10 *sa*, direct.

WLS, Chicago

Foley & Co., Chicago (feeds), 3 *sp* weekly, 9 weeks, thru Lauesen & Salomon, Chicago.
Power Fence Co., Darlington, Wis., 3 *sp* weekly, thru United Adv. Cos., Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herbox), 5 *sa* weekly, 13 weeks, thru J. M. Mathes, N. Y.
Pillsbury Flour Mills, Minneapolis, 15 *sa* weekly, 15 weeks, thru McCann-Erickson, Minneapolis.
Walker Remedy Co., Waterloo, Iowa (cattle remedy), 6 *sa* weekly, 2 weeks, thru Weston-Barnet, Waterloo.
Resinol Chemical Co., Baltimore (skin ointment), 3 *sa* weekly, 12 weeks, thru Courtland D. Ferguson, Baltimore.
Rap-In-Wax Paper Co., Minneapolis, 5 *sa* weekly, 52 weeks, thru Mitchell-Faust Adv. Agency, Chicago.
DeKalb Agricultural Assn., DeKalb, Ill., 12 *sa* weekly, 26 weeks, thru Western Adv. Agency, Racine.
Miles Labs., Elkhart, Ind. (Nervine), 5 *sa* weekly, 8 weeks, thru Wade Adv. Agency, Chicago.

WPAT, Paterson, N. J.

Gardner Nurseries, Osage, Ia., 6 *t* weekly, indefinitely, thru Northwest Adv., Seattle.
John F. Trommer Inc., Brooklyn (beer, ale), 5 *sa* weekly, 13 weeks, thru Federal Adv., N. Y.
Natural Bloom Passaic, N. J. (cigars), 50 *sa* weekly, 52 weeks, thru Lester Harrison Associates, N. Y.
Federal Telephone and Radio Corp., Passaic, N. J., 6 *sa* weekly, 13 weeks, direct.
Harry D. Koenig & Co., New York (Trique liquid hose), 6 *sa* weekly, 52 weeks, thru Erland Adv., N. Y.
Hassenstein Co., Hollywood (Movie Wave), 6 *sa* weekly, indefinitely, thru Lou Sterling Associates, Hollywood.

WLAG, LaGrange, Ga.

Gardner Nursery Co., Osage, Ia., 13 *sa*, thru Northwest Radio Adv. Agency, Seattle.
Pepsi-Cola Bottling Co., Opelika, Ala., 164 *ta*, thru Newell-Emmett Co., N. Y.
Plough, Inc., Memphis, 500 *sa* in one year, thru Lake-Spiro-Shurman Inc., Memphis.
BC Remedy Co., Durham, N. C., daily *ne*, 52 weeks, thru Harvey-Massengale Co., Durham.
Waddell Coffee Co., Atlanta (Riverdale Club coffee), 2 *sa* daily, 13 weeks, direct.

KPAS, Pasadena, Cal.

Federal Life & Casualty Insurance Co., Los Angeles, 5 *ne* weekly, thru Donald A. Rose, Beverly Hills.
Resinol Chemical Co., Baltimore (soap), 5 *sp* weekly, 13 weeks, thru Courtland D. Ferguson Inc., Washington.

KFI, Los Angeles

Pure Food Co., New York (Herb-Ox bouillon cubes), 3 *sp* weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.
National Funding Co., Los Angeles (investments), weekly *ne*, 52 weeks, thru Smith & Bull Adv., Los Angeles.
Allstate Insurance Co., Chicago, 4 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.
Thrifty Drug Co., Los Angeles, 5 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.
Armand Co., Des Moines, Ia. (cosmetics) 2 *sa* weekly, 6 weeks, thru Ivan Hill Adv., Chicago.
Scudder Food Prod. Inc., Monterey Park, Cal., 5 *sa* weekly, 20 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.
E. Fougera & Co., New York (Noxacorn), 5 *ta* weekly, 13 weeks, thru Small & Seiffer, N. Y.

WHN, New York

P. Lorillard Co., New York (Old Gold cigarettes), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Biltmore Publishing Co., New York (*I Was Hitler's Doctor*), 5 *ne* weekly, 13 weeks, thru Roberts & Reimers Inc., N. Y.
Breakstone Bros., New York (milk), 12 *sa* weekly, 52 weeks, thru Food Industries Inc., N. Y.
R. H. Macy Co., New York (department store), 21 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Ward Baking Co., New York (Tip Top bread), *sa*, 1 week, thru J. Walter Thompson Co., N. Y.

WHO, Des Moines

Johnson & Johnson, New Brunswick, N. J. (baby powder), 6 *ta* weekly, 13 weeks, thru Young & Rubicam, N. Y.
American Beauty Macaroni Co., Kansas City, 2 *ta* weekly, thru R. J. Potts-Calkins & Holden, Kansas City.
Hudson Products, Jersey City (Polident), 60 *sp*, thru Cecil & Presbrey, N. Y.
Schreiber Milling & Grain Co., St. Joseph, Mo., 3 *sp* weekly, 52 weeks, thru Carter-Owens Adv. Agency, Kansas City, Kan.
Sunway Vitamin Co., Chicago, 3 *sp* weekly, thru Sorenson & Co., Chicago.

KFWB, Hollywood

Eastern-Columbia, Los Angeles (home furnishings), 70 *sa* weekly, 52 weeks, thru Hillman-Shane-Breyer Inc., Los Angeles.
Albers Packing Co., Riverside, Cal. (ripe olives), 3 *sp* weekly, 13 weeks, thru Brisacher, Davis & Van Norden Inc., Los Angeles.

WABC, New York

Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 6 *t* weekly, thru Sherman K. Ellis & Co., Chicago.

Bond Tour by Edwards Nets 188.5 Million Total

ROAD TOUR of Ralph Edwards' *Truth or Consequences* program netted the Treasury a total of $188,481,082 in War Bonds. The cross-country bond-selling trip, which started in Pawtucket, R. I., and ended June 11 in Oakland, Cal., sold ten times the original goal set for 14 broadcasts of the NBC program. Choosing the largest auditorium available in each city visited, Mr. Edwards exchanged tickets of admission for War Bonds.

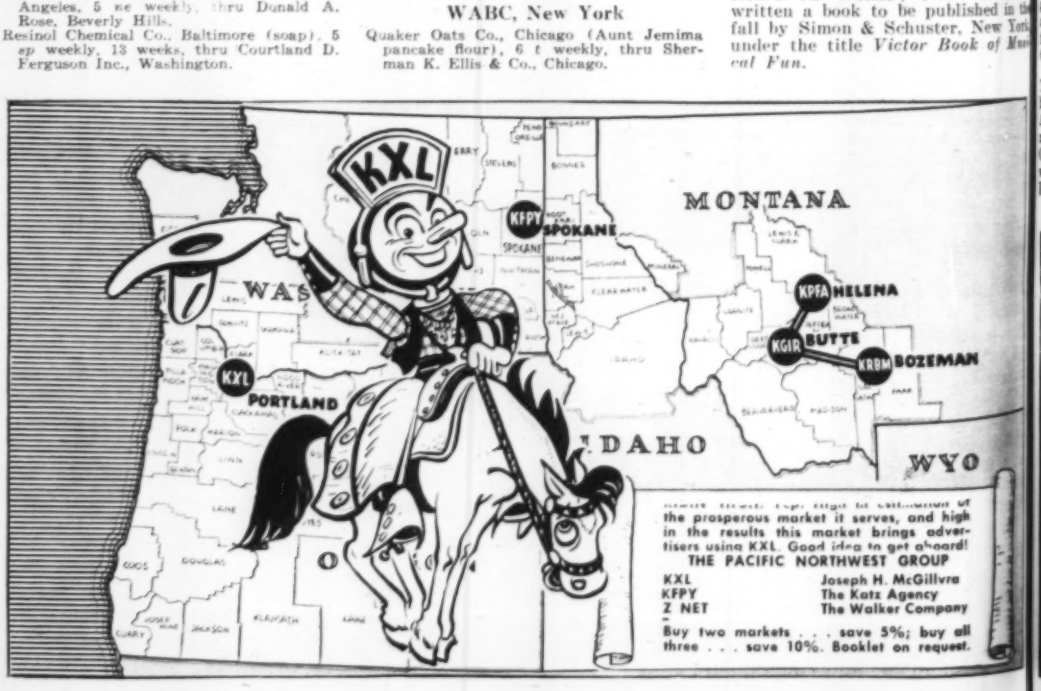
By-product of the trip was a program developed by Edwards and Larry Hammond, radio head of the War Manpower Commission, to encourage women to take jobs in war plants. Aired on local stations in areas where critical labor shortages exist, the program was built around telephone calls by Edwards, who asked women why they couldn't switch to essential war work. Program may be continued in some cities as a result of response to the first broadcasts.

Truth or Consequences is sponsored by Procter & Gamble, for Duz. Agency is Compton Adv., N. Y.

Radio in Jamaica

DR. AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., has returned to Canada from Jamaica after completing a broadcast survey for the Jamaican government. There are only about 10,000 receivers on Jamaica at the present time, according to Dr. Frigon, and these depend almost entirely on short-wave transmissions from foreign countries, except for one hour a day during which a low-power short-wave station, operated by the Jamaican government, gives news and local entertainment. Dr. Frigon says Jamaicans look forward to the time when they can listen to the new Canadian high-power short-wave station.

TED COTTS, who conducts *Sounding Board* on WEAF, New York, has written a book to be published in the fall by Simon & Schuster, New York, under the title *Victor Book of Musical Fun*.



Radio Advertisers

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee), has purchased the new five-minute five weekly *Supper Interlude*, a program of recorded music, on WMAQ, Chicago, through Ivan Hill Adv.

AMERICAN EXPRESS Co., New York, will shortly add KOA, Denver, to station campaign in behalf of travelers' cheques. The twice-weekly quarter-hour program is titled *Cheque Your Music*—name used for similar programs by American Express on other stations [BROADCASTING, June 7]. Agency is Caples Co., New York.

EASTERN COLUMBIA, Los Angeles (chain department store), out of radio for nearly a year, on June 1 started sponsoring a schedule of hourly news flash announcements seven days per week on KFWB, Hollywood. Contract is for 52 weeks with placement through Hillman-Shane-Breyer, Los Angeles, under personal direction of Edward Stodel.

PARAMOUNT PICTURES Corp., Hollywood, to tie in with local premiere of its film, "Five Graves to Cairo", starting June 27 will use a daily schedule of two and three spot announcements on seven Los Angeles area stations (KFWB KFI KECA KNX KHJ KMPC KMTR) during that week as well as five participations in *Ruth Wentworth* on KFI and *Housewives Exchange* on KFWB. Buchanan & Co., Los Angeles, has the account.

PARTICIPATING sponsors on *Consumer's Foundation*, WLW, Cincinnati, program are: M. Werk Co. (Werx soap); My Book House (children's books); Woodbury (dry-skin cream); Ball Brothers (canning equipment); Chef Boy-ar-dee (spaghetti dinner); Renuzit (French dry cleaner); Resinol (Resinol soap); Pan-American Coffee Bureau (Pan-American coffee); Swift & Co. (All-sweet margarine); International Salt Co. (Sterling salt).

PURITY BAKERIES Corp., Chicago, has purchased a quarter-hour of *Record Reveille*, early morning program of recorded music heard six days a week on WGN, Chicago. Contract for 13 weeks was placed through Campbell-Mithun, Minneapolis.

THOM McAN, New York (shoes), has started sponsorship of Chuck Acree thrice-weekly quarter-hour early morning news-oddities show on WLS, Chicago. Contract, which is for 52 weeks, was placed through Neff-Rogow, New York.

Home Run!

PEOPLES Drug Stores, Washington's largest chain, credits the Old Gold broadcasts of the "Senator's" baseball games on WOL with doubling the sale of the sponsor's product. Shirley Povich, sports writer for the *Washington Post*, reports that the Peoples chain has increased its sales of Old Gold cigarettes by 105% since last season and "credit the broadcasts of Arch McDonald and Russ Hodges (play-by-play commentators) with the upswing".

SUN SHIPBUILDING & Dry Dock Co., Chester, Pa., using weekly half-hour series on WIP, Philadelphia, has increased its use of radio in taking sponsorship of *Sweet Land of Liberty*, half-hour Sunday series at 1.30 p.m. on WFIL, Philadelphia, to enlist labor.

O'CEDAR Corp., Chicago (mops and floor polish), on Aug. 29 starts a half-hour dramatic program, as yet unnamed, Sundays 3:30-4 p.m. on the entire BLUE network, originating in Chicago. Contract is for 52 weeks. Aubrey, Moore & Wallace, Chicago, handles the account.

MOEWS-LOWE Hi-Bred Corn Co., Granville, Ill. (seed), beginning July 4 will sponsor a quarter-hour Sunday morning newscast on WLS, Chicago. Contract, which is for 52 weeks, was placed through Triangle Adv. Agency, Chicago.

KIRKMAN & SON'S, division of Colgate-Palmolive-Peet Co., Jersey City, has signed a 52-week renewal with WOR, New York, for the joke program, *Can You Top This*, heard Wednesday, 7:30-8 p.m. Contract is effective July 7. Agency is Newell-Emmett Co., New York.

UNITED SYNAGOGUES of Young Israel of New York, have purchased a half-hour on WBNX, New York, for a program titled *Sanctification of the Sabbath*. Leading rabbis and choral groups will be heard on the broadcasts starting June 25. Business placed direct.

SAMARITAN INSTITUTE, Los Angeles, on June 7 started sponsoring a five-weekly quarter-hour newscast on KMPC, Beverly Hills, Cal. Contract is for 52 weeks. Series is devoted to OPA, OWI and War Manpower Commission bulletins, as well as answering listeners' questions. Firm also currently sponsors a schedule of seven spot announcements daily on KMPC and KFVD. Smith & Bull Adv., Los Angeles, has the account.

SPARTANBURG?
What STATE is it in?

ONE OF THE toughest things we have to cope with here in the great Piedmont industrial section of South Carolina is that we have no "big-name *city*" to dramatize the value of our really worth-while market.

So we don't blame you for not knowing all about Spartanburg and the surrounding market. But listen—WSPA covers 22 counties, with 1,032,302 people—a $107,084,220 industrial payroll—a $93,266,133 farm-products income!

In fact, the Spartanburg market is one of the biggest and best markets in the Southeast. May we send you *all* the facts — with some tremendously significant Hooper rating figures?

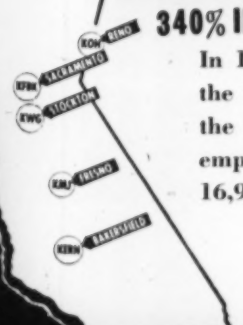
Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station **WSPA** 5000 Watts Day 1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollingbery

CALIFORNIA COVERAGE



340% INCREASE SINCE MARCH 1942

In 18 selected establishments in the Stockton area, important in the war effort, the number of employees jumped from 3687 to 16,964 in the past year.

KWG

The Best Loved Station in Stockton

McCLATCHY BROADCASTING COMPANY

"Launched via KSO, Coffee Stretcher Wins Iowa Market"

. . . reports Jay E. Tone, President of Tone Bros.

Three months ago, Tone's Timely Coffee-Saver was little more than an idea.

Today, through hundreds of stores in Des Moines and Iowa, it is a steady seller.

"As a wartime product, our Coffee-Saver serves a market that may exist only for the duration, so we wanted to see it gain distribution as rapidly as possible," reports Jay Tone.

"Because of previous experience with radio on Tone's Pressure-Pack Coffee, we let KSO carry the ball for this new product.

"We have been on the air less than three months —now we are hard-put to keep up with orders—so both our product and our KSO advertising are making good."

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in **DES MOINES**

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

FRANKLIN WALTMAN, a winner of the Pugsley Journalistic Award of the National Press Club in 1930, has been appointed director of public relations of the Sun Oil Co., headquartering in Philadelphia. He succeeds the late Judson C. Welliver. Edwin W. Gableman, former chief Washington correspondent of the *Cincinnati Enquirer*, has succeeded to Mr. Waltman's Washington duties for Sun Oil.

CAPITOL CHEVROLET Co., Sacramento, is sponsoring Frank Nicholson's *Inquiring Mike* at 12:30 noon except Sunday on KFBK, Sacramento.

CHARLES LUCKMAN, former executive vice-president, has been elected president of Pepsodent Co., Chicago. James A. Barnett, former vice-president of Sherman & Marquette and manager of the agency's New York office, was named a vice-president of Pepsodent, as was Henry F. Woulfe, former general manager of the Pepsodent Co. Elected to the board of directors with Messrs. Luckman and Woulfe was Albert D. Lasker, former president of Lord & Thomas, Chicago.

HOME UNDERTAKING Co., Seattle, is now sponsoring Capt. Hugh Barrett Dobbs (Capt. Dobbsie to listeners), whose *Ship of Joy* has been a favorite West Coast program since 1927, for 15 minutes Monday, Wednesday, Friday on KFR, Seattle, in *For Remembrance*. The program is devoted to poetry and song of Northwest writers, interspersed by optimistic philosophy, with Eddie Clifford's organ music.

COLUMBIA PICTURES Corp. of Toronto, Canada, is using radio spots in western Canada to promote "The More the Merrier." Account is handled by MacLaren Adv. Co., Toronto.

ASTONE PRODUCTS Co., Toronto (Fruit-Kepe), has started an announcement campaign featuring preserving tips for housewives on a number of stations throughout Canada. Account is placed by F. H. Hayhurst Co., Toronto.

SOME 300 YEARS of service are represented by this group of Hollywood NBC employes who gathered at recent party honoring staff members associated with the network for 10 years or more. "Veterans"-in-service (l to r) are, (front row), A. H. Korb; K. F. Hicks; C. E. Pickett; Lewis J. Frost; J. A. Thornburg; Buddy Twiss; J. F. Morris; Sidney N. Strotz; E. J. Ludes; (second row), Alice Tyler; Kathryn Hardesty; Jane Burns; Isabel Menden; (standing), E. C. Miller; S. C. Hobart; D. A. DeWolf; Max Bauman; Harry Saz; A. H. Saxton; R. D. Ferguson; M. O. Smith; A. S. Robb; Henry Maas; P. B. Gale; A. C. Love and Jennings Pierce.

SCUDDER FOOD PRODUCTS, Monterey Park, Cal., in a three-months campaign started June 14, is sponsoring a five-weekly announcement schedule on KFI, Los Angeles. Blue Bird Potato Chips Inc., Oakland, Cal. (Scudder Food Products), is using a varied daytime and evening schedule of similar announcements on four Northern California stations (KLX KGO KROY KFRE). Brisacher, Davis & Van Norden, Los Angeles, has the account.

GILBERT CHASE, specialist in Latin-American music in the Library of Congress, on July 1 joins NBC as script writer and handbook editor of the *Music of the New World* series. He has served as consultant for the program.

AGENCY Appointments

KELLEY ISLAND Lime and Transport Co., Cleveland, to Roy S. Durstine Inc., Cincinnati. Media plans not to be set for several months.

SPECIALTY PRODUCTS Co., Jersey City, to Peck Adv., New York, for oils and chemicals. Media plans not set.

CONSOLIDATED HAIR GOODS Co., Chicago (Fiji-Oil soapless shampoo), to Malcolm-Howard Adv. Co., Chicago. Said to use radio.

AUSTIN TECHNICAL Publishers, New York, to Carl Calman Inc., New York. National spot radio campaign now under way.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups) to Erwin, Wasey & Co., San Francisco.

N. C. GOODWIN'S Lab., New York, to Joseph Katz Co., N. Y., for Tobene skin ointment. Said to use radio.

KURTZ BROS., Bridgeport Conn., to Harry Feigenbaum Agency, Philadelphia, for macaroni products. The company has never before advertised, but soon will begin newspaper and radio campaigns.

CUTLER CHEMICAL Co., Merion, Pa., to James G. Lamb Co., Philadelphia. Plans for promotion of Micola, a cola concentrate, are under way.

LACKAWANNA RAILROAD, New York, to Federal Adv., New York. Media plans not set.

LIVINGSTON LEAVES AGENCY, JOINS WOR

NORMAN LIVINGSTON, for seven years radio director of Redfield-Johnstone, New York, is joining WOR, New York, July 5 as assistant director of program operations, according to Julius F. Seebach, WOR vice-president in charge of program operations.

Mr. Livingston

A pioneer in the idea of co-operative network programs, Mr. Livingston produced such a show in 1935 under the title *Morning Matinee*, featuring top-flight bands and cooperatively sponsored by 20 leading department stores. Two years later he produced *Thirty Minutes From Hollywood*, followed by *Show of the Week* and *Bulldog Drummond*, all on Mutual.

AN EAR TO THE GROUND

With an ear to the ground, a discerning man can hear, through the rumble of guns and the roar of munitions factories, another sound. That sound is the faint stirring of an approaching change . . . the change from war to peacetime economy.

And when our pent-up buying power is released, it will be to those firms who have kept their contacts with the public that the new orders will come first.

You can store up orders against that time of change by—right now—giving people something they value—radio entertainment—to remember you by.

CFRB

TORONTO

860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

Top Radio Shows To U. S. For $29

CIAA Pays Nothing For Use Of Commercial Programs

THE CIAA is broadcasting America's best radio programs to Latin America at a cost of $29 an hour as a result of an agreement with the radio industry, Nelson Rockefeller, Coordinator of Inter-American Affairs told the House in testimony released by the Appropriations Committee last week. These programs, broadcast seven hours a day in English, "are tremendously popular all over the Americas," he said.

Mr. Rockefeller explained that the English language programs are broadcast by two stations in California. They are made up from recordings taken from any and all long-wave broadcasts in the United States, without charge. CIAA pays $20 for recording costs and $9 for transmitter time, however. Altogether, the agency carries for $45,000 or $50,000 a year the best English language programs in radio.

For overall operations of CIAA, the House committee recommended $30,685,000, a decrease of $6,335,753 as compared with the 1943 fiscal year, and $3,175,000 below the budget estimate for 1944. This fund, the report states, provides for continuation of radio, news and motion picture programs on a reduced basis.

Continuing his testimony, the CIAA director said that U. S. advertisers buy about one percent of the time of Latin American stations. He added that NBC and CBS have developed networks of local stations in Latin America which rebroadcast CIAA programs.

Broadcasters Defended

The part played by commercial licensees in shortwave activities was strongly defended by both Mr. Rockefeller and by Don Francisco, chief of the CIAA Radio Division. Mr. Rockefeller told the Committee, "I would like to say except for our honest differences of opinion in negotiations the companies have been extremely cooperative in assisting the war effort to the maximum of their ability. We are very much indebted to them as a Government."

Mr. Francisco explained to the Committee that shortwave had developed here despite the lack of a profit motive. "The only companies that have been interested in international broadcasting," he said, "are the companies interested in publicizing themselves, in doing research or in performing a patriotic duty. When they spent and lost from $150,000 to $250,000 apiece they said they were through."

The CIAA radio budget showed a decrease of $1,393,000 from the $7,169,000 of last year. A heavy decrease was felt by program production, while local radio activities were increased slightly. Mr. Francisco revealed that CIAA planned to use nine of OWI's proposed 22 new transmitters on a share-time basis. CIAA's share of costs would be $18,000 per transmitter.

Leo Heatley

LEO HEATLEY, 48, city editor of the CBS press information department, on June 17 died of bronchial pneumonia in a New Jersey hospital. Before joining CBS in 1940, Mr. Heatley had worked on the *New York Journal* and the *Philadelphia Record*, and was in charge of the news desk of Standard News Assn., Brooklyn. He covered such famous trials as the Snyder-Gray case, the Halls-Mills murder, and the Hauptmann kidnapping. He also served as a newspaper correspondent, was cable and wire editor and rewrite man for United Press.

DON'T OVERLOOK P. R.

Nearly 2,000,000 fellow Americans offer a rich market. Most of them keep tuned to

WIAC

"FIRST ON ALL PUERTO RICAN DIALS"

NO ADDITIONS EXPECTED IN ADD (Ky.)!

We wouldn't say WAVE ain't expectin', but not in Add (Ky.), or in any of the other little "towns" dotted around this State. No sir, when WAVE produces a great big bouncing business for you, it will be right here in the Louisville Trading Area. All the facilities are here, you know . . . 57.5% of the State's buying power—47% of its population, and all the other nourishing items that radio campaigns thrive on. Get the latest bulletin direct from WAVE—or just ask old Doctor Free & Peters!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

And ANOTHER REDSKIN BIT THE DUST...

WHEN the Old Pioneer spins a yarn you can almost smell the fragrance of lonely forests. But—what's more important—he sells them! He didn't spend 13 years in radio for his health (or his hair).

And when we say sells, we mean *sells!* In two pre-war weeks he sold out the sponsor's refrigerator department. Listeners like his trail blazing well enough to have stepped up their purchases of paint to four times the pre-radio figure.

Woodbury (Nick) Carter, program director at WTRY, originated and plays the Old Pioneer, now in its third year for the same sponsor. He has other programs to fit other situations.

Typical of WTRY's deft blending—topflight local talent plus Blue Network shows—the Old Pioneer is one of the several reasons why WTRY is such a lively sales station—the acknowledged leader in The Buying Triangle!

SCHENECTADY WTRY The Buying Triangle TROY ALBANY

980 Kc in the center of the dial . . .

WTRY

TROY, N. Y.
Covering TROY, ALBANY, SCHENECTADY
1000 WATTS
H. C. Wilder, Pres. Represented by Raymer
Only BLUE Network Station Covering Eastern New York

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

TALENT, WRITERS MAY SHIFT JOBS

RADIO talent, production men and other classes of broadcasting employes who do much freelance work on the air may change jobs without securing statements of availability from employers, according to the conclusion reached at a meeting between Lilian L. Poses, regional attorney for the War Manpower Commission, and representatives of most New York City stations, held in Mrs. Poses' office in New York last Tuesday. This decision must be approved by the New York City Area Manpower Committee before it becomes official, Mrs. Poses said, but this approval is expected in the immediate future.

Types of employe covered by this decision include actors, singers, announcers, sound effects men, musicians, producers, directors and writers—people who may freelance, working for several different employers concurrently. Not included are engineers, salesmen and other employes who are predominantly staff employes, Mrs. Poses explained. However, she added, to avoid confusion, no distinction has been drawn at this time between staff and freelance workers in the various classes of employes.

AFRA Renewals

AMERICAN Federation of Radio Artists has signed a one-year contract with WHAS, Louisville, first contract the union has secured in this city. Negotiations were handled by the local union. Contract is the standard AFRA form. AFRA has also negotiated renewal contracts with WIOD, Miami, and WRJN, Racine, Wis.

WHIO, Dayton, has received many favorable comments from listeners for giving five minutes each to the City employees union and the City government on successive days to present their views in a dispute over deduction of union dues from the City payrolls, and on other questions.

Rojas Joins XEOY As Directing Head

Noriega Also Takes Post With Mexico City Outlet

APPOINTMENT of Antonio (Tony) Rojas, broadcaster well-known in the United States, as vice-president and directing head of XEOY, Mexico City, was announced last week by Programas y Conciertos, S. A., corporate entity operating the station.

Mr. Rojas left the vice-presidency in Mexico City of Grant Advertising Inc. to assume his new post, created through a reorganization of the operating company of XEOY, known as "Radio Mil." XEOY operates on 1,000 kc. with 10,000 watts.

Alonso Sordo Noriega, former director of radio information of the Mexican Republic, has been named head of the news and sports department of XEOY. Mr. Noriega was publicity campaign manager for Gen. Manuel Avila Camacho in his presidential campaign in 1940 and, like Mr. Rojas, is well-known in the United States.

Mr. Rojas was former manager in charge of Latin-American network operations of WLWO, Cincinnati. He set up the Latin-American operations in 1941. About a year later he joined Grant Advertising as vice-president of the Mexican subsidiary. Two months ago he assisted in setting up the Rio de Janiero branch of Grant Advertising.

Before joining Crosley in 1941, Mr. Rojas was vice-president of Gotham Advertising Co. in New York and manager of its overseas department. An American citizen, he was educated in Rochester, N. Y. He was born in Caracas, Venezuela. His grandfather was president of the South American republic.

MR. ROJAS

XEOY is owned by the Iturbe Bros., investment bankers and real estate operators in Mexico. The partners are Luis de Iturbe and Jose de Iturbe. Ignacio Diaz, grandson of the former President of Mexico, is chief engineer and part owner of the station. The organization is one of the wealthiest in the republic.

KYW WAAC Drive

KYW, Philadelphia, and the Army Recruiting office have completed a nine-day campaign to obtain enlistment for the WAAC through the "Betsy Ross Company", a select group of 150 women organized under the station's sponsorship. Special programs and a party and flag presentation kept interest high during the campaign. Applicants applied in person at a recruiting booth in the lobby of the KYW Building or by mail to the station. According to Capt. Charles Frizzell of the Philadelphia Recruiting Office, Army headquarters in Washington is considering the drive as a possible pattern for WAAC radio recruiting throughout the country.

She Doesn't Wear a Uniform, but -

She's a Soldier, too!

Temperature co-efficient testing is an important job! Crystals must perform perfectly in all degrees. Fighting men depend on our accuracy!

. . . helping win the war!

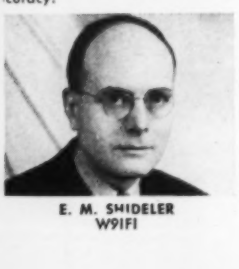
She and several hundred others here at Scientific Radio Products Co.

They're turning out the perfect crystals that put life into the radio equipment of our armed forces,—and keep alive the vital communications on which depend the very lives of our armies.

With two ingredients . . . loyalty plus skill . . . they're forming crystals that are dependable.

Although we're busy with Uncle Sam's needs right now, our facilities are such that we can take care of your requirements, too!

Write us.



E. M. SHIDELER
W9IFI

LEO MEYERSON
W9GFQ

Scientific RADIO PRODUCTS CO.
738 W. Bdwy. Council Bluffs, Iowa
LEO MEYERSON W9GFQ
E. M. SHIDELER W9IFI
MANUFACTURERS OF PIEZO ELECTRIC CRYSTALS AND ASSOCIATED EQUIPMENT

RADIO BUSINESS AMBASSADOR

With Annual Dallas Trades Tour Canceled, C of C Buys Spot Series on 56 Texas Stations

ALLAS' first trades trip by radio s heard recently twice daily r 56 Texas stations. As one more stance in which radio has filled wartime breach, the broadcasts k the place of the 1943 Annual las Business Tour for the manu- cturers and wholesalers divisions the Dallas Chamber of Com- rce.

When the trip was canceled be- se of travel restrictions and verburdened railroads, the produc- n department of WFAA-WBAP, llas and Fort Worth, stepped in h a plan to contact the merch- ts of the Southwest by radio. ey planned a series of one- inute announcements, stressing e position of Dallas as the manu- cturing and distribution center the area, and auditioned the ies for the committee in charge the trades trip. It was immedi- ely accepted.

Spots begin with sound effects to denote the approach and stop of a train, followed by the introductory announcement, "Remember that train? It used to carry the Annual Dallas Business Tour, but NOW it carries troops and guns and tanks!" Another voice gives the messages, of which the following excerpt is typical, "Since 1900, a group of Dallas business men has come to meet your retail merchants in your hometowns throughout Texas and the Southwest. These men told you many things about Dallas—but—did they tell you that Dallas is the THIRD largest Communications Center in the Nation, a clearing house for telephone and telegraph mesages vital in peace as well as in war?"

Two blasts of a train whistle lead into the closing "Let that whistle remind you, friends . . . the Annual Dallas Business Tour will come your way in person, just as soon as we blast the Axis with our Bonds and Bombs!"

The transcriptions cover insurance, fashion, medicine, transportation, communication, hotels, and educational and institutional phases of Dallas activity.

Allied Radio Handbook

LLIED RADIO Corp., Chicago, s just published a "Radio Data andbook" (25 cents postpaid, 48 ges, six by nine inches) edited Lt. Nelson M. Cooke, Naval Re- arch Lab., Washington. It in- des condensed tables of formu- , charts and data most common- used in radio and electronics, ith all subjects cross-indexed. vided into four parts, mathe- atical data, radio and electronic rmulas, engineering and servic- g information and a set of four- ce logarithm and trigonometry bles, formulas are given for cibels, resistance, capacitance, ductance, reactance, etc. Data ction contains such subjects as dio color codes, interchangeable bes, pilot lamps, etc.

Homemaker Show on WJZ

AKING its cue from "The Woman's change", an organization serving n exchange for home-made prod- s and information on home-maker ters, a five-times weekly half-hour ogram starts on WJZ, New York, s week (June 21) under the direc- n of Alma Kitchell, BLUE commen- or. Useful ideas on the buying and paration of food, on sewing and dening will be solicited from lis- ers and authorities alike for use on e program. A portion of each broad- t will be given over to a particular bject, with one day called "Neighbor y" and another "Sewing Circle y". Special features will include a ily salute to a leading woman or man's cub, and the weekly selection a woman who has made the best ntribution to the program. She will ceive a dozen roses.

Radio Prayer

COLLECTION of the prayers writ- n for Mutual's daily *Minute of ayer*, by representatives of various ligious faiths, will be published in ok form by the Garden City Pub- hing Co., Garden City, N. Y. Con- ining 365 prayers presented on MBS ce January 30, 1942, the book is ited by Elsie Dick, director of re- gious broadcasts, and Christopher ose, of the publicity department of utual.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York · Chicago · San Francisco

Stars Teach Servicemen To Build Camp Show

THREE-DAY conference to instruct enlisted personnel within the Second Service Command area on methods of building their own camp entertainments was conducted last week in New York under the auspices of the Special Service Division of the Second Service Command. Capt. Hy Gardner, former Broadway columnist and now head of the Recreation Section of Special Service Headquarters, organized the conference of some 130 soldiers and WAACs.

The soldiers attending saw demonstrations of all types of entertainment which they could institute at their posts. The entire cast of *Can You Top This?*, joke-quiz program on WOR, New York, and NBC, staged a sample show; Jimmy Durante showed how to imitate his acts; Dick Gilbert, record-m.c. of WHN, New York, explained "disc jockey" patter; Ed Sullivan gave tips on how to m.c., and entertainment was demonstrated by such top radio stars as Bob Hawk, Fred Waring and Milton Berle. Capt. Gardner and members of his entertainment staff are expected to tour the posts represented at the conference to give further help on programs and stunts recommended.

KVAK in St. Joseph

KVAK, Atcheson, Kan., is broadcasting from new remote studios in St. Joseph. Opening broadcast presented the Rosecrans Field Army Air Forces Band and representatives of the city and of many service and fraternal clubs. The first two weeks on the air brought the eighteen new accounts.

"TALK ABOUT PITCHIN'! Y'OUGHTTA SEE HOW WDAY GITS IN AND PITCHES FER SALES IN THE RED RIVER VALLEY— A RINGER EVERY TIME! GIT THE DOPE NOW!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

New Breakdown In WLW Survey

Coincidental Study Is One Of The Largest Ever Made

ONE OF the largest coincidental telephone surveys ever made, and what is said to be the first such survey including calls to rural farm listeners, is the basis of the latest figures on the listening audience of WLW, Cincinnati.

The data, according to Robert E. Dunville, Crosley vice-president, are to be included in a series of cardboard mailing pieces which will tell the story of the mid-winter ratings as made by C. E. Hooper Inc. These will be sent to about 3,000 agencies and advertisers, with simultaneous advertising in radio, advertising, food and drug publications.

The 337,689 telephone calls, including 49,810 rural calls, were made in 32 cities and 218 rural communities around them. The report is in two parts; the first being a summary of the WLW listening index for the 32 cities by periods of the day.

In the second section, said to offer a new approach to audience rating, there is a breakdown by 15-minute periods, of audiences in Columbus, Dayton, Cincinnati and Indianapolis during daytime periods averaged Monday through Friday, and by 30-minute periods for individual evenings. In addition, samples taken in the 28 other cities and in the rural areas are totaled and reported as averages.

A combined coincidental report is made of the entire area, in which the reported audience measurements are obtained by combining the previously mentioned groupings to give a picture of all listening in WLW territory by each 15-minute period during the day and by 30-minute periods at night. It is said that this method enables the advertiser to make comparisons not hitherto possible.

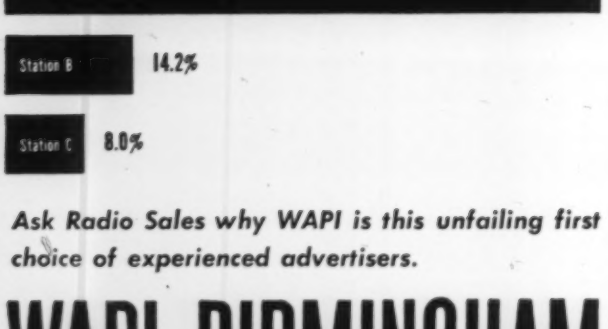
Shave Cream Spots

CONSOLIDATED Royal Chemical Corp., Chicago (Krank's shave cream), has placed a varying schedule of station-break and one-minute announcements on an undetermined number of midwestern stations. Agency is Arthur Meyerhoff & Co., Chicago.

May makes it 65

'Way back in January of 1938, WAPI was broadcasting *twice* as much national spot business as the two other local stations *combined*. And month after month, since then, we've kept that record of Birmingham leadership intact.

During May, 1943, (the 65th consecutive month) Birmingham national spot quarter-hours were distributed like this:



Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

WAPI★BIRMINGHAM

Represented by Radio Sales: New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte.

CBS NETWORK

GOOD RESULTS from radio promotion of the movie "Hitler's Children" on KLZ, Denver, prompted RKO Radio Pictures Inc. to sign a one-year contract with the station to advertise several films. Signing the agreement is Leonard Gruenberg, RKO district manager. Seated at left is Bill Gillin, KLZ sales representative. Standing, left to right, are: Mark Alling, manager of Orpheum Theatre, Denver, and Hugh B. Terry, KLZ station manager.

ENLARGE HEARING ISSUES, ASKS WMT

IN A MOTION filed last Thursday, WMT, Cedar Rapids, Iowa, asked the FCC to enlarge the issues involved in the hearing scheduled on the application of KSJB, Jamestown, N. D., for regular assignment on the WMT frequency of 600 kc. The motion also requested designation of a commissioner, rather than an attorney examiner, to preside at the hearing.

WMT, owned by Iowa Broadcasting Co., has appealed to the Court of Appeals for the District of Columbia from the FCC action allowing KSJB to continue operation on 600 kc. under a "special service authorization," pending outcome of the hearing. [See earlier story on page 26].

The motion, filed by the firm of Segal, Smith & Hennessey, WMT counsel, asked the Commission to determine what local assignments, if any, are available for use by KSJB at Jamestown; whether adequate economic support is available for a class III (regional) station in Jamestown, and whether it is practical from an engineering standpoint to establish a class III station in that city.

The motion also recited that in certain resepects the KSJB application is in confliet with the Commission's rules, regulations and engineering standards, and that there appeared to be no reason why the local channel of 1400 kc. should not be used by it. If, notwithstanding these "defects", the Commission should ultimately decide to grant the application, there would be involved a change of policy or a new kind of use for the frequency 600 kc., a regional, said the motion. Under the Communications Act, a hearing of this character must be conducted by a commissioner.

Hager on Ad Council

KOLIN HAGER, manager of WGY, Schenectady, has been named on the board of the War Advertising Council, representing stations comprising the NAB, of which he is also a director. Paul W. Kesten, of CBS, represents the four national networks on the WAC board.

Petrillo Eludes

(*Continued from page 9*)

phonograph records sold to the public).

"The strike was called by James C. Petrillo, president of the musicians' union, on Aug. 1, last, but the union did not submit any demands until February 1943 and then only at the request of a special Senate Committee headed by Senator D. Worth Clark of Idaho. Dr. Steelman designated a member of his staff, James William Fitzpatrick, of New York City, an expert in theatrical matters, as his representative to mediate the strike.

Union's Demands

"The union first asked the transcription companies to pay into the union treasury an unspecified percentage of their total gross receipts in addition to the musicians' regular wage scale, which demand was rejected. Negotiations continued until May 11, when the union made a new demand that the electrical transcription companies agree not to furnish transcriptions to broadcasting stations which the union in its sole discretion, branded as "unfair". This demand was rejected by the employers because it is impossible for them to control the use of their transcriptions by advertisers and radio stations and the fulfillment of the demands would give the union veto power over the use of transcriptions, resulting in secondary boycotts against the broadcasters.

Discs a Necessity

"The transcription companies point out that the union wants to prevent the use of transcriptions unless it can force the hiring of an additional quota of musicians by the stations. Electrical transcriptions are used by all stations and constitute an economic necessity to many of the independent and smaller broadcasting stations in the country to enable them to offer programs of high quality in their service of the public interest. Commercial transcriptions are recorded programs and furnish the stations with advertising revenue. Library transcriptions are recordings of music by outstanding artists syndicated among radio stations throughout the country.

"The breakdown of negotiations with the union made it imperative for the transcription companies to refer their dispute to the Federal Government for prompt disposition in the hope that governmental intervention would bring about a resumption of their service to the hundreds of broadcasting stations which are dependent upon transcriptions as the source of supply for music to which their audiences are entitled and have become accustomed."

SPOT SALES Inc., New York, has been named sales representative for WAAT, Jersey City, in territory outside the New York area.

Conference Board Plans Talent Setup

Will Advise Entertainment Groups of War Activities

TO ADVISE all branches of the entertainment field of the plans and purposes of the Conference Board of the Entertainment Industry for War Activities [BROADCASTING, June 14], a special steering committee of the Conference Board's Continuations Committee was last week preparing a letter to go to associations, guilds, unions and other organizations connected with the entertainment business.

This steering committee is headed by George J. Schaefer of RKO, chairman of the Motion Picture Industry Committee on War Activities and also chairman of the Conference Board's Continuations Committee. Other members of the steering committee are: Kermit Bloomgarden, American Theatre Wing; Leonard Callahan, general counsel of SESAC, representing the music industry; Walt Dennis, NAB news bureau chief; William Hicke, American Assn. of Advertising Agencies; Anita Grannis, WFRA; Solly Prenick, IATSE.

Clearing House

Letters, as explained to BROADCASTING by Mr. Callahan, will explain the organization of the CBEIWA at a two-day conference held June 3-4 in New York and will detail its plans for augmenting the war efforts of other agencies. Stating that the Conference Board has no idea of superseding any existing agencies or groups, Mr. Callahan said it will act entirely as a clearing house or resources pool which will coordinate the efforts of the component parts of the entertainment industry in doing a better job for the war.

In radio, he continued, the board will serve as a sort of industry WPB, attempting to appraise the importance of the numerous requests for time made by various agencies. This will give the individual station an opportunity to cooperate with local war groups of the community in a coordinated manner, he said, and will relieve the broadcaster of the responsibility of making individual decisions as to which group to give time to and which to turn down.

Mr. Callahan's participation in the entertainment industry war organization is in line with the previous activities of himself and SESAC which for the past year has acted as a liaison agency between the Treasury Department and the country's broadcasting stations to promote the sale of War Bonds. Since May, 1942, Mr. Callahan said, SESAC contact men have called at least twice on 850 stations, and more frequently on many of them, interpreting to them the requirements of the Treasury, explaining how they could help increase Bond sales in their communities, and reporting back to the Treasury on station activities, proposing citations for stations doing outstanding work in promoting Bond sales and suggesting new types of programs in accordance with local needs.

TUBE-BATTERY ISSUE IS SENT TO BYRNES

AN APPEAL to War Mobilization Director James F. Byrnes to take steps to alleviate the critical tube and farm battery situations so that replacements will be available to keep the nation's 59 million receiving sets in peak operation was made last week by the NAB.

While no word was forthcoming from Justice Byrnes' office, the procedures established in that top agency automatically provide for a study to ascertain whether the "home front" is being adversely affected. In this case the study will cover unavailability of these materials through WPB in sufficient quantities to check the threatened silencing of receiving sets.

The NAB letter, it is understood, has been referred to Donald Russell, secretary of the War Mobilization Committee, for the preliminary study. If it is concluded that the tube and battery situations constitute a threat to the home front, the matter then will be referred to the War Mobilization Committee itself for action.

Directives to manufacturers of farm radio batteries are being issued by the Consumer Durable Goods Division of WPB instructing them to distribute 98% of their radio battery production to farm outlets, it was announced last Friday. This is in line with the program announced early this month by WPB. Little change in the prevailing disposition of radio batteries can be expected through the directive, WPB explained, for distribution of these products to farms has been following the specified percentage closely since mid-March when WPB initiated a program for increased battery production. Within a month after the radio battery production program got under way, their rate of manufacture had more than doubled to reach a 425,000-a-month clip. This is 50,000 a month more than the pre-war rate and is still being maintained according to latest reports.

Ad Ration Seen From Paper Cut

A 5% CUT in newsprint is imminent following the recommendation last Thursday of the Newspaper Industry Advisory Committee that the War Production Board cut the third quarter consumption beginning July 1, by that amount.

The recommendation was made to Harry M. Bitner, Pittsburgh publisher and owner of WFMB, Indianapolis, by the committee after it developed that since the original 10% cut in consumption was ordered last December for the first quarter of the year, only half that saving has been effected. Thus with the 5% cut, the total reduction to 10% would be effective.

A further cut in the fourth quarter also was foreseen, because of depleted inventories and diminished production in Canada whence three-fourths of the newsprint used in this country emanates.

Whether a further cut in magazine consumption of paper will be ordered was problematical. Whereas newspapers failed to meet the 10% cut, it is reported that magazines have accomplished that goal.

Rationing of advertising in newspapers may result from the new cut. Radio, both locally and nationally, may be the beneficiary to some extent, absorbing part of the necessary loss to newspapers.

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

. . . . of this station's excellent Hooper rating

. . . . of our choice low-cost network and spot availabilities.

. . . . of the cost per program in comparison to Houston's other two radio stations.

Invite your Branham man to unfurl a few facts and the latest Hooper breakdown by quarter hours.

KXYZ
HOUSTON
1320 KC BLUE MUTUAL
• represented by The Branham Company

BUY BOTH! KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION

ENGINEERS NEEDED BY ARMY, NAB SAYS

QUALIFIED men in the field of radio are advised on steps which will insure their assignment to the Army Signal Corps in an NAB letter sent to all station managers last week. Letter points out that it is the responsibility of every man entering service to see that his technical skill is used to greatest advantage.

Signal Corps needs men who can operate and maintain stations, and men familiar with the installation of new stations, NAB says. It advises men who wish a temporary appointment in the Army of the United States to write the nearest officer procurement district office. Men already inducted are advised to send their serial numbers to the Office of the Chief Signal Officer, Military Personnel Branch, Washington, to Lt. Col. Richard R. Kilgore, Enlisted Section.

NAB is warning managers that they will "inevitably" lose technicians to the armed forces. "The technicians problem," NAB says, "has been and is a most serious one throughout the industry."

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

JACKSON
WILL HOLD ALL ITS
WAR-TIME GAINS

A national survey lists Jackson among the FIRST SIX CITIES OF THE NATION most likely to retain all its economic and industrial gains after the war is over.

Jackson, a rapidly growing market, will give you a substantial return on your sales dollars, today and tomorrow!

Let WJDX, the Voice of Mississippi, build prestige and sales for you in Jackson NOW and in the years ahead.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

O'Dea Sells His Interest In Advertising Agency

AFTER 30 years in the agency business, Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., New York and Baltimore, has sold his interest in the firm to J. F. Quick, treasurer and general manager, and to L. C. McElroy, vice-president, and for the duration at least will devote full time to his position as public relations director of the U. S. Maritime Commission and the War Shipping Administration. Succeeding him as president is George H. Sheldon, executive vice-president of the agency since 1936. Effective July 1, the agency name will be changed to Sheldon, Quick & McElroy Inc. The interest of Ward M. Canady, chairman of the board, was purchased by the corporation some time ago.

Mr. O'Dea has held his present Government job since Aug. 1, 1941. The present agency was founded in 1930. Previously, Mr. O'Dea was associated with Lord & Thomas for over 16 years. He has served as chairman of the New York chapter of the American Assn. of Advertising Agencies, and as a member of the National Executive Committee.

CBC Labor Status

BECAUSE the Canadian Dept. of Justice had ruled that the Canadian Broadcasting Corp. has no authority to enter into an agreement, CBC employees are not unionized, Rene Morin, CBC board chairman explained to the Parliamentary Radio Committee at Ottawa last week. He had been asked why the CBC, an independent corporation of the government's, does not pay taxes and its employes are not permitted to organize. The CBC, neither in theory nor in practice, is opposed to making collective arrangements with its employes, he told the committee.

Time For Gardening

ENCOURAGEMENT to all station personnel operating Victory Gardens came from Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, with the announcement that from May 29 to September 4, Saturday will be a full holiday for all WFIL employes not necessary to actual station operation.

WCAR

Influencing Sales

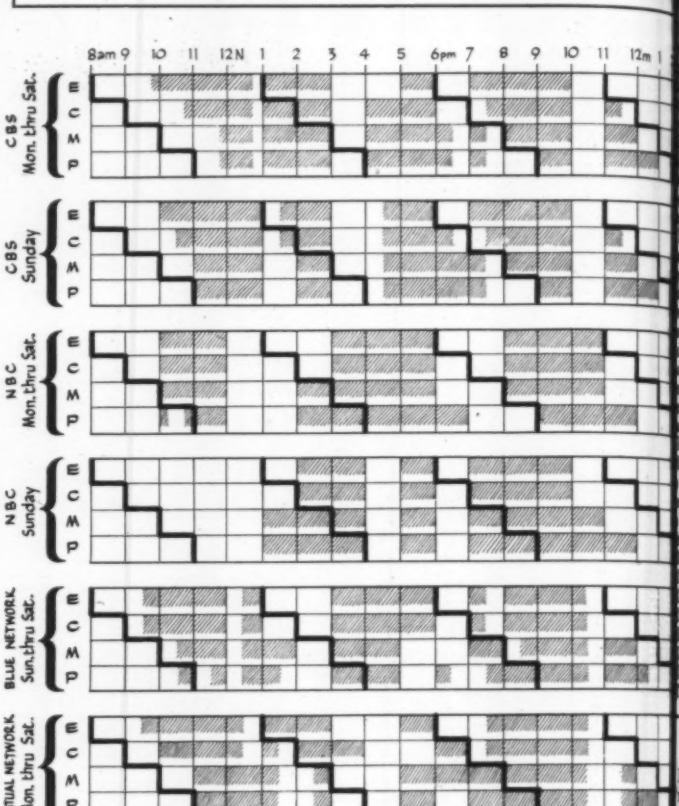
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR

PONTIAC, MICHIGAN
or the Foreman Co. ● Chicago ● New York

NETWORK TIME BLOCKS


8am 9 10 11 12N 1 2 3 4 5 6pm 7 8 9 10 11 12m 1
CBS Mon. thru Sat.
CBS Sunday
NBC Mon. thru Sat.
NBC Sunday
BLUE NETWORK Sun. thru Sat.
MUTUAL NETWORK Mon. thru Sat.
MUTUAL NETWORK Sunday
E C M P
8am 9 10 11 12N 1 2 3 4 5 6pm 7 8 9 10

THIS REVISED diagram depicts time segments selected by each of the four networks in their contracts with affiliate stations under the network rules. It was originally printed in the June 14 BROADCASTING. *Since that time Mutual network has revised its time blocks. This is new tentative lineup for Mutual. Shaded portions are hours requisitioned from affiliate schedules under contract; white segments are those not available to the network. Symbols at left indicate time zones: E, eastern war time; C, central; M, mountain; P, Pacific. Heavy staggered lines indicates the five-hour time segments based on local time but the entire chart is based on eastern time. Hour symbols at top of chart are eastern time. Pacific time hour symbols shown at bottom of chart.*

Defense Series

JAMES M. LANDIS, U. S. Director of Civilian Defense, will be heard regularly in a half-hour program starting on NBC June 26 under the title *If They Come Tonight.*

THREE CZECH national dailies published in Chicago are translating and serializing "The Story of Jan Smutek", dramatization of the Czech hero broadcast on CBS May 16 as one of the *This Is the Underground* series. Permission for publishing the story was granted to the Czech National Council by CBS and writers of the program.

ENGINEERS' attention is called to *Tables of Functions With Formulae* (Funkionentafeln) by Jahnke and Emde, containing complete German text and English translation, and published in the U. S. under authority of Alien Property Custodian. The 400-page illustrated work is available from Dover Publications, 31 E. 2nd St., New York, priced at $3.50. It is reported to be of particular value to radio engineers working on war equipment.

SPOT SALES Inc., has been named sales representative for WAAT, Jersey City, in territory outside the New York area.

"EXCELLENT, TRACEABLE RESULTS"

for Premium Coal Co. when they broadcast over WKRC with

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

...OOKUP IN MEXICO ...QUIRED BY MBS

...TUAL and Radio Mil, a ...in of 36 stations in Mexico, ...ed contracts last Friday, pro...ing for a regular exchange of ...rams between the two net...rks, it was announced jointly by ...ler McClintock, MBS president, ...f Antonion Rojas Villalba, vice-...sident of Radio Mil. Engineers ...working on plans to establish ...e line and shortwave connections. ...Mr. McClintock said the ar...ement was prompted by a de... to further cement commercial ...d cultural relations between ...xico and the United States. The ...ociation between Radio Mil and ...tual will result in American ...iences hearing regularly "pro...ms originating in Mexico that ...y the authentic flavor of our ...ntry," Mr. Rojas said.

...Key station of Radio Mil is ...OY, 10,000-kw. station in Mex... City. Network's shortwave sta... XEOI is also located in Mex... City. Other stations in the ...ican network are: XEFW ...BK XEX XETB XEOB XEF ...LO XEBW XEAT XELK XED ...RW XESF XECD XETW ...DQ XEFT XECD XEKW ...BF XEDS XEFQ XESY ...DR XEDJ XETM XEPF ...HF XEAA XEBG XEAG ...IF XECH XEWE.

Radar at Attu

IMPORTANT part played by radar in the American action at Attu was revealed in testimony taken before the House Appropriations Committee and made public last week. Without radar, the committee was told, the attack could not have been accomplished because weather conditions precluded men on decks of boats from seeing the water. Ships were berthed and men landed by the radio detection devices, it was testified.

Ward Sponsors News

...RD BAKING Co., New York, ...ch uses extensive regional ra... for its bread and cakes, on ...e 21 starts a six-weekly news ...ysis series on KMOX, St ..., featuring W. R. Wills, ...erican newspaperman, who was ...erly Tokyo correspondent for ... Placed in solitary confine... for six months after Pearl ...bor, Mr. Wills returned to this ...try on the exchange ship ...sholm. He will be heard Mon... through Saturday, 8-8:15 a.m. ...ncy is J. Walter Thompson Co., ...w York.

...nada Radio Sales Drop

...URES showing the drop in ra... set sales in Canada since the ...t of the war have been released ... the Dominion Bureau of Sta...tics, Ottawa. In 1939 the Domin... produced 348,507 receivers; ...nufacturers sold 370,608 receiv... valued at $20,005,000. In 1940 ...duction was cut by wartime ...ures and last year production ...w broadcast receivers for ci... use was stopped when parts ...e used up. 1942 production ...unted to 176,287 new receivers, ... sales by manufacturers of ...63 valued at $14,404,000.

FIFTEEN YEARS of satisfaction on KGHL, Billings, Mont., brought O. L. Koppe (left), local jeweler and first client on the station, back to sign his sixteenth contract on June 15—KGHL's birthday—as C. O. Campbell, president of the licensee corporation, looks on. Koppe has used the station daily since its opening.

Paramount War Work Is Outlined by Balaban

PARAMOUNT PICTURES Inc. has been "fortunate" in its television investments, Barney Balaban, president of the company, told the annual stockholders' meeting last Tuesday. "We are fortunate in these developments," he said, "not only because of satisfactory financial results but particularly because in two of them we feel we have materially aided in the prosecution of the war.

"I refer particularly to the Allen B. DuMont Laboratories, engaged in the manufacture of the cathode ray tubes which play such a large part in radar and to the naval school for primary radar training, operated without charge in connection with our television station in Chicago, which now has over 1,000 service men in training."

Stating that the motion picture industry has been breaking all previous attendance records, Mr. Balaban said that if business conditions do not change later this year, he will recommend to the board that the dividend rate on common stock be increased.

BLUE Musicians Feted

RECOGNIZING the fact that musicians and artists are an integral part of network organization, the BLUE last Thursday gave a buffet supper for 65 of its staff of musicians at the Waldorf-Astoria, New York. Supper was one of a series during which Edgar Kobak, executive vice-president of the network, discussed the origin of the BLUE as an independent network, how it stands at the moment, and its prospects for the immediate future. Guests included an official delegation from Local 802 of the American Federation of Musicians.

Never
Have Advertisers Gotten
So Much for So Little

Write for Details

WHKY
HICKORY, N. C.

5000 W.D.
1000 W.N.
1290 K.C.

Nat. Rep. Howard H. Wilson Co.

NEED NO HEARING, SAY WCOL AND WCPO

DISMISSAL of the appeal instituted by WCPO, Cincinnati, against the FCC because of the assignment of WCOL, Columbus, on its frequency, without notice and hearing, was announced last week coincident with the entering of a stipulation between the two stations that no FCC hearing be held on the matter.

The action was premised on the fact that WCOL's operation on the 1400 kc. channel, presumably because of the effect of tall buildings in the immediate vicinity of its antenna, resulted in comparatively little radiation in the direction of Cincinnati. The case was carried to the Supreme Court which reversed the FCC because of its failure to accord the Cincinnati station notice and hearing and which also held that the U. S. Court of Appeals for the District of Columbia had authority to issue stay orders.

The stipulation filed with the FCC by Philip J. Hennessey Jr., Scripps-Howard Radio counsel, and Horace L. Lohnes, counsel for WCOL, set forth that the unattenuated field intensity of one mile in the direction of Cincinnai for the 250-watt operation of WCOL is 24.5 microvolts per meter, which is substantially less than any of the parties anticipated. It is stipulated, said the pleading, that there be no hearing before the Commission on the application of WCOL and that Scripps-Howard Radio "consents to the operation of WCOL as now conducted." The change occurred two years ago.

The TEXAS RANGERS *now*

Selling Beer on WIRE

Indianapolis

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

any way you figure

—there are choice times during day or night when KECA will give you more listeners per dollar than any other network station in Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

Advertising Subsidies for Broadcasts And Press Opposed by Davis and Cowles

OWI Chief Elmer Davis is definitely opposed to the Bankhead Bill authorizing $25,000,000 for paid advertising in small newspapers, Gardner Cowles Jr., director of the OWI Domestic Branch revealed in hearings before the House Appropriations Committee.

Since no hearings have yet been scheduled on the Bankhead Bill, Mr. Davis made his stand in a statement to the Chairman of the Senate Banking and Currency Committee, Mr. Davis had already stated his opposition to the advertising bill at one of his regular weekly news conferences [BROADCASTING, April 19].

Small Stations Involved

Supporting the position of his chief, Mr. Cowles told the House Committee that although he was a newspaper publisher himself (as well as a broadcaster) he thought it would be a great mistake for the Government to get into a large program of Government advertising.

"There is also the radio industry to be considered," he said, "particularly the small non-network radio stations." Mr. Cowles pointed out that as a broadcaster he was aware that small radio stations in many parts of the country are in financial trouble. "If a large fund were provided for Government advertising in small newspapers these small stations might reasonably ask what the Government is doing for them."

In the course of the same testimony Mr. Davis had a chance to tell the Appropriations Committee of his opposition to the Bankhead Bill. "Mr. Cowles and I are in agreement on that," the OWI director said.

Mr. Davis explained that his opposition to Government subsidy is based on his fear that papers would come to be dependent on that revenue; "that is to say, the Government could ruin a paper by suddenly withdrawing its advertising, and that seems to me to be a very dangerous power."

In his testimony, Mr. Cowles praised the cooperation of advertisers in presenting information on home front problems to the people, particularly in the food field. Companies like General Mills, the Kellogg Company, Pillsbury Flour Company, the Heinz Company and literally hundreds of others, are doing a great deal, he said. "They have been enormously helpful and the more we can persuade private industry to do this job on the home front, the better I like it and the smaller the budget needs of the Domestic Branch of OWI is going to be."

OWI Allocates

(*Continued from page 12*)

new construction and conversion of every available transmitter.

This decision, Mr. Weldon pointed out, is saving both money and manpower, since a smaller operating staff can serve a group of transmitters if located in one building. Altogether, the Government expects to purchase land and construct facilities in but three cases. Conservation by converting transmitters has not been very resultful, Mr. Weldon said. Only three have been converted from old equipment; the remainder must be purchased from manufacturers. Firms supplying the equipment are RCA, General Electric, Federal Telephone & Radio and the Broadcast Division of Crosley Corp., which is serving as a manufacturer. Production has necessarily been scheduled to avoid interfering with military radio production.

Pending completion of the short-wave expansion effort, OWI has been using 14 stations leased from pre-war operators on a cost basis. As new transmitters are allotted to these licensees, Mr. Weldon says, the firms have demonstrated their cooperation by agreeing to straight cost installation contracts. waiving any fee for setting up the equipment.

Some in Operation

Plans for location of the transmitters are still flexible. Originally, 22 were scheduled for the East Coast and 14 along the Pacific, but OWI now says later developments may make it necessary to place more on the West Coast and fewer in the East. Some of the new transmitters are already in operation, although the program still has a year to run. In April, Associated Broadcasters, San Francisco, were granted an FCC construction permit for a sister station to KWID, San Francisco, and the first Crosley unit is now in operation at Cincinnati. Three additional units each designed for an eventual capacity of 250 kw. are contemplated for Crosley.

Following is a list of international broadcast station operators in the United States in June, 194[illegible] the number of transmitters oper[illegible] ed by these licensees at the ti[illegible] OWI began its expansion progra[illegible] and the probable number of tra[illegible] mitters each licensee will be oper[illegible] ing when the program is compl[illegible] ed:

Operator	*Transmitt[illegible]* June, Ju[illegible] 1942 19[illegible]
Associated Broadcasters	1
Columbia Broadcasting System	3
The Crosley Corp.	1
General Electric Co.	3
National Broadcasting Co.	2
Westinghouse Elec. & Mfg. Co.	1
World Wide Broadcast'g Corp.	3
(Not assigned)	—
	14

*One 5 kw. transmitter, operated World Wide Broadcasting Corp., has b[illegible] discontinued, although included in t[illegible] above tabulation, and three of the 27 [illegible] of lower power, 10 to 25 kw., and may [illegible] be continued. World Wide is acquiring [illegible] transmitters to replace the 5 kw. tra[illegible] mitter discontinued.

DAVIS CRITICIZES CAPITAL COVERAG[illegible]

WHILE declaring that to his "o[illegible] fashioned taste" Washington new[illegible] is less adequately covered tha[illegible] news from any other part of th[illegible] world, OWI chief Elmer Davis la[illegible] Monday told the American New[illegible] paper Guild Convention in Bost[illegible] that, on the other hand, the qualit[illegible] of American radio and press co[illegible] respondence from abroad has bee[illegible] "superb."

"The war has been ably and bri[illegible] liantly reported—those two word[illegible] are not always synonyms—and [illegible] do not think there is any class [illegible] people in the world who had a be[illegible] ter idea of what was going on, [illegible] the years leading to the war, tha[illegible] the American correspondents ove[illegible] seas." Mr. Davis said.

Mr. Davis warned the reporte[illegible] that a world guarantee of free co[illegible] munications and free press is n[illegible] substitute for vigilant reportin[illegible] Admitting that many countries ma[illegible] still have a controlled radio an[illegible] press after the war which cou[illegible] be used to serve the objectives [illegible] political warfare, the OWI chi[illegible] said if such be the case a hea[illegible] responsibility will lie on the fr[illegible] press and radio of the Unite[illegible] States to protect our free socie[illegible] from grave damage to our nation[illegible] interest, by judging news for wh[illegible] it is actually worth, instead of f[illegible] lowing the line of least resistan[illegible]

PAN AMERICAN affiliates of NB[illegible] are receiving from the network 36 [illegible] cordings of the NBC Symphony [illegible] chestra under the direction of Art[illegible] Toscanini and Leopold Stokow[illegible] Discs are for the Latin American c[illegible] lets' music libraries.

THE BLUE NETWORK STATION

WTCN

MINNEAPOLIS AND SAINT PAUL MINNESOTA

Where something *TREMENDOUS is happening to radio listening

*CHECK YOUR HOOPER
WRITE US — OR
OUR NATL. REPS.

FREE & PETERS
New York — Chicago — Detroit — Atlanta
Los Angeles — San Francisco

AP

WSMB, New Orleans, La.

. . . "Washington Inside Out" sold almost immediately. Am delighted with the feature.

T. J. Fontelieu, Sales Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

XUM

House Group Cuts OWI Radio Funds

mmittee Advises 37% Slash Sum for Domestic Bureau

DGET TROUBLES threatened Radio Bureau of the OWI last ek as a result of a report of the se Appropriations Committee ich recommended a 37% cut in $8,865,906 requested by Direc- Elmer Davis for activities in 1944 fiscal year for the Do- tic Operations Branch.

Although not indicating what rcentage of the cut should come m $811,499 requested for the dio Bureau, the House group gested that the savings be made motion picture, communications, dio and field activities.

For the entire OWI operation for new fiscal year, the Budget reau estimate was $47,342,000, reas the House committee rec- mended a total of $34,472,504— decrease of $1,374,788 under funds and of $12,869,496 under budget estimates.

The committee provided $5,500,- for the domestic operations nch, a decrease of $3,365,906 the budget estimate, or 37%. e reduction will require a dras- rearrangement of the domestic gram," said the committee, rticularly in the fields of publi- ons, posters, motion pictures, ial services, and field opera- ns."

t his Thursday conference, Mr. is commented that the savings ld be hard to make. He indi- d that a healthy chunk might taken from the $1,222,000 in- ed for Lowell Mellett's Mo- Picture Bureau, but that ething might also be taken from Radio Bureau.

An 'Excellent Job'

r. Davis praised the work of the o group, commenting that "it done an excellent job on a com- atively small budget." He said would not like to cut it if he ld help it.

The Radio Bureau had asked 1,499, of which $522,000 was special projects including tran- ptions for local stations, special work features and special re- ings of network programs for adcast on local stations.

f the total, $150,000 would be t for special features, particu- y certain programs on Mutual BLUE. In explaining the pay- ts for programs on these two works, William B. Lewis, assist- director of the Domestic Branch o resigned last week) explained Mutual and BLUE cannot af- d to give the same service that and CBS donate. "So the 0,000 is to enable them to con- e as much in the way of time e bigger networks," he said.

. Lewis estimated that, at com- ial rates, the Government d have to pay $140,000,000 to the services radio is giving to war effort. The expenditure to ce all that free time is only 0,000, he commented.

L G. GEDDES, son of Bond s, executive vice-president of the Manufacturers Assn., was in as an Ensign on June 11. ely on the executive staff of the al Assn. of Manufacturers, Mr. has been assigned to the Naval n Service.

COM. BUTCHER IN A-P NEWS DISPATCH

MENTIONED in an Associated Press dispatch from North Africa last week was Com. Harry C. Butcher, aide to Gen. Dwight D. Eisenhower, who told how, as the general watched the shelling of Pantelleria by cruisers and destroyers, ship's guns fired on an object resembling a periscope in the water. It turned out to be only a belly tank dropped from an Allied plane.

Note added to the AP story—description of an inspection tour by Gen. Eisenhower of American troops training in North Africa—explained how Mr. Butcher, a naval officer, became aide to an Army general in a move without precedent in Army-Navy relations. Com. Butcher was vice president of CBS, in charge of Washington activities and is widely known in Washington circles, the story said. "One of the friends he made about 15 years ago was a young officer attached to the general staff when Gen. Douglas MacArthur was its chief, Major Eisenhower," the story explained.

"When Gen. Eisenhower was made commander of the American Army forces in the European theatre, he asked to have hin friend, then on active service in the communications section of the Navy, made his aide. It was unprecedented . . . but it was done."

Miles Labs Extend Spots For Nervine on Keystone

BECAUSE of small town market activity, Miles Laboratories Inc., Elkhart, Ind., is extending its transcribed series of one-minute daily announcements, the *Miles Historical Almanac of the Air*, over the summer on 124 Keystone transcription network stations. Original schedule called for a 13-week summer break.

Aired in behalf of Nervine and Anti Pain Pills, the program consists of spot announcements recounting historical events, almanac fashion, for each broadcast day, with commercial plugs filling about 20 seconds at the close of each spot. Wade Advertising Agency, Chicago, handles the account. Miles Laboratories also broadcast *Lum 'n' Abner* on the Keystone Broadcasting System to promote Alka-Seltzer and One-A-Day Vitamins.

NOTICE OF APPEAL in the U. S. Circuit Court of Appeals was filed last week by RCA-Victor from decision of the New York Federal Court dismissing the trademark infringement action brought by RCA against Columbia Recording Corp. and Decca Record Corp.

KPAC, Port Arthur, Tex., has appointed Joseph Hershey McGillvra its exclusive national sales representative in the United States.

M-9-c Amended

COPPER may now be used in the production of radio sets and parts for private use, when the manufacturing of such sets takes place under provisions of L-265, the WPB ruled last week in an amendment to the copper freeze order, M-9-c. The amendment, a routine provision, merely brings M-9-c into line with the more recent L-265, the Radio & Radar Division's order controlling production and distribution of electronic equipment.

TWO ARE BETTER THAN ONE *Any Day!*

DON'T STOP AT ONE SPONSOR FOR

FULTON LEWIS, JR.

SELL HIM AT A LATER TIME TO A SECOND SPONSOR

HERE'S HOW

It's easy . . . sell a "playback"! It's been tested on the Don Lee stations and the response from each broadcast was terrific . . . way ahead of the "pull" before the playback was used. Don Lee uses his repeat broadcast at 9:45 P.M. . . . the original Lewis newscast reaches the west coast at 4 P.M., PWT. This idea offers unlimited possibilities to those Mutual stations who have already sold Lewis to one sponsor. KHJ in Los Angeles is using Fulton Lewis, Jr., THREE times daily! Give it a try!

Fulton Lewis, Jr., merited the DuPont Radio Commentator Award for 1942. Sell him at your one-time quarter-hour rate per week. Wire, phone or write WILLIAM B. DOLPH, W O L, Washington, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Summer Sales Are Up!

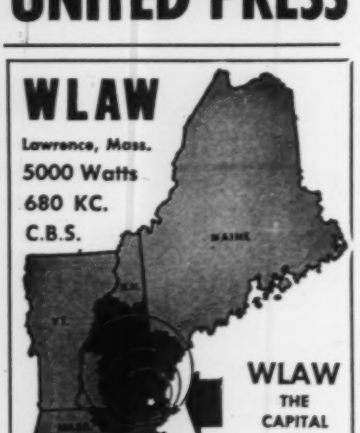
Sales Management magazine forecasts a 15.5% increase in Hartford's retail sales for July. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.

CBS

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS



KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Net Rules

(*Contnued from page 10*)

ing network operation and pointed out that the Commission won't oppose "any healthy competition" in the broadcasting industry. The rules, he added, are designed to promote the right sort of competition, and no effort will be made to hamper the bona fide establishment of new networks.

"I don't think, however, that the rules would be of any assistance to any group that just wanted to make an occasional raid on the industry. Certainly the rules were not designed to that end and if anything should happen under them to the detriment of network broadcasting generally and to the existence of a healthy type of competition in the industry, we might want to do something about it. I should be very much surprised if this idea of so-called super-networks with a limited number of big stations gets to first base. I don't think it's a feasible operation."

Asked whether line charges would be the main deterrent, Mr. Fly said that other factors are involved. Agreements must be made with individual stations to get time, for example, he said.

Alluding to a statement attributed to NAB President Neville Miller that "further complaints about program content should be made to the FCC," Mr. Fly said he had pointed out on numerous occasions, "the unwisdom of appraising a judicial decision on 10 words picked out of 20 pages." He added that the loose interpretations of the Frankfurter opinion have only tended to mislead and confuse the public. "Fortunately, however, the public is not going to get excited about this situation."

Press Comment

Editor & Publisher, trade journal in the newspaper industry, in its June 12 issue called upon the newspapers stoutly to defend freedom of the press which, it pointed out, is threatened by the Frankfurter opinion.

"Freedom of speech and freedom of the press are among the liberties for which we and the other United Nations supposedly are fighting the forces of the Axis to 'unconditional surrender'" said the publication. "Yet at home a far-reaching decision by the supreme tribunal of our Republic, involving—and in some minds even threatening—the very liberties upon which this nation was founded, receives little more than passing notice in our newspapers."

Pointing out that perhaps editors and publishers of many hundreds of newspapers considered the decision as "radio's fight, not theirs," *Editor & Publisher* said this was not a "realistic long range viewpoint." Newspapers were asked to read the texts of the majority and minority opinions in the FCC case and "think about the future." If the FCC has this "absolute power over radio, one day it might be granted similar power over the traffic of the nation's newspapers—all under the guise of 'regulations.'"

The *Wall Street Journal* in its June 12 issue noted that Senator Wheeler had postponed the hearings until September. "It is to be hoped that in the pressure of the war and other important matters this one will not be allowed to disappear from the Congressional agenda, for it is of fundamental importance," said the newspaper. It observed that radio had become "a very important medium of information, second only—if indeed they are in fact second—to the public press."

If the law is as broad as the Court says it is, said the *Journal* in alluding to the authority given the Commission to determine "the composition of the traffic" over the air, it is "too broad and should be more sharply defined. Wide discretion, said the editorial, no doubt is to be given to Congressional agencies but the limits must be carefully prescribed in the law itself. The Federal Communications Act clearly requires revision in this respect and ought to get it at the earliest possible moment."

Hearst Editorial

The *Chicago Herald American* and other Hearst newspapers on June 3 published a detailed editorial titled, "Throttling Free Speech on the Air." Unless Congress now exerts its Congressional legislative authority to "undo this monstrous wrong," said the editorial quoting the Supreme Court opinion, "it may be only a question of time—and perhaps a very brief time—until the people of this democracy will be able to hear over their radio sets only what the administration wants them to hear, and only when the administration wants them to hear it."

Under the Frankfurter conclusion that the law puts upon the Commission the burden of "determining the composition of the traffic," said the editorial, the FCC may tell every network "who and what may be heard over the radio."

Calling upon Congress to reverse and annul the Supreme Court's "totalitarian decision," the Hearst editorial said Congress could do this by passing the White-Wheeler bill and the companion Holmes bill in the House. "This has now become a paramount duty which Congress must perform."

The editorial concluded that maintaining free speech through free radio and a free press in this country "is an essential part of America's war against totalitarianism and for human freedom in the civilized world."

MOSTLY WOMEN are these 32 students who enrolled for the first class of the Radio Technicians School conducted by WSJS, Winston-Salem, N. C. The course, which is given free, is open to women of all ages and to men over 45 years old. Chief instructor for the school is Phil Hebb, technical supervisor of WSJS (standing at right).

Dual-Affiliate Sessions Are Deferred by MBS

MBS has postponed the dual-affiliate meetings originally scheduled for June 22 in New York for eastern stations and for June 29 in Chicago for western stations [BROADCASTING, June 14], until later in the summer, the network announced last week. No new dates for the meetings were set, but it is expected they will be called for early July, following the return of Mutual's president, Miller McClintock, from a series of speaking engagements on the Pacific Coast, which he left New York last Friday.

Option time schedule of MBS is still being discussed by the network's stockholders. Until the time have definitely been established there would be little point in letting the stations which are affiliated with both Mutual and one of the other national networks together for a meeting designed to iron out conflicts that may arise from the requests of different networks for different option times.

In the old days they fired a gun from The Citadel at Halifax, Nova Scotia to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun. Keeping Up the Old Traditions.

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Colleges Filling Radio Personnel Needs

Criticism of Courses Unjustified, Says Prof. Tyson

By RAYMOND W. TYSON

Assistant Professor of Speech, Pennsylvania State College

WHERE will the radio industry obtain its future talent? What provisions have been made to train specialized personnel? Are present training facilities adequate? These questions were raised in a provocative Guestitorial in the May 24 'Broadcasting' by Lt. Howard M. Paul, public relations officer, Navy Pier, Chicago. Some of his statements have been challenged by Raymond W. Tyson of the faculty of Pennsylvania State College whose reply to Lt. Paul's interesting article is presented here.

R. PAUL'S recent article, "Whence Post-War Talent?", contains some provocative and worthwhile material. He raised a question that has become, due to the war, a matter of major concern to the radio industry. Unfortunately, many of Mr. Paul's statements are without foundation, and will not stand careful examination. His indictment of the role played by the colleges in training radio personnel is, for the most part, not justified by the facts.

Practical Courses

Mr. Paul recognizes the fact that the only legitimate educational facilities for training budding young writers, etc., are those to be found in our colleges and universities." But he will probably be astonished to learn that the vast majority of radio courses in these colleges and universities are *not* under the tutelage of a drama instructor who won his spurs in 3 consecutive performances of Ah, Wilderness! at Lynn or a journalism professor who wrote his master's thesis on a flagrant misuse of the semicolon in 18th century literature. . . ."

A little investigation would reveal the fact that a very sizable percentage of those persons conducting courses in radio speech and production on the college level have had experience in commercial radio, in addition to academic backgrounds commensurate with their positions on college faculties.

The question is asked: "What steps are now being taken for the instruction of potential radio talent?". And the answer is: The same steps that have been taken for well over a decade, and by the same agencies that have supplied American radio with a considerable body of talented personnel. It is here that Mr. Paul will find the past issues of BROADCASTING YEARBOOK extremely illuminating. He will find, for example, that each year several hundred colleges and universities have been offering a wide assortment of courses and training in the non-technical phases of radio. Their list of alumni active in radio would fill several pages of this magazine. Nor should these institutions be ashamed of the quality of their product.

To take another quotation from Mr. Paul's article, "It's time we embarked on a program of educating the educators in the value of sound, practical radio training." Now, fun is fun, but there is such a thing as carrying it a little bit too far. Does Mr. Paul realize the time and quality of work in radio instruction which is offered at such universities as Michigan, Wisconsin, Iowa, Northwestern, Ohio State, Minnesota, Washington, Cornell, Syracuse, Louisiana State, Alabama—to name just a few?

Variety of Instruction

Surely he has heard of the radio workshop held each summer at New York University, of the radio institute sponsored by NBC at Northwestern last summer, and to be repeated again this summer and also at Southern California? He must certainly have some knowledge of the Federal Radio Education Committee of the U. S. Office of Education, and the services provided by the Script and Transcription Exchange of that bureau. Such items as the Association for Education by Radio, Association of Educational Broadcasters, Ohio State University's Institute for Education by Radio only partially fill the list of those organizations and agencies concerned with radio and the place of the educator in it.

It is a matter of common knowledge that educators have for some time now been fully aware of the necessity for thorough training for those students desirous of making radio their chosen profession. The kind of courses offered and the existence of numerous radio workshops in hundreds of high schools and colleges all over the country are ample proof that there is slight necessity of any program having for its purpose "educating the educators in the value of sound, practical radio training." Many educators were meeting that problem long before most commercial broadcasters knew such a problem might exist.

The colleges of America are offering today, as they will continue to do, a vast reservoir of talent for the radio industry. It's theirs for the taking. It isn't necessary to tell many of these young men and women to get experience on a small station. A large percentage of them have been learning radio by doing. They have been either working in university stations, or in laboratory studios possessing first class equipment. They have been writing their own scripts, acting in them, directing them. They know their way around.

These young people have a keen interest in the American system of broadcasting, and what's more, a strong determination to maintain that system. American radio will be making a grave mistake by not giving them every possible chance.

During the present emergency the question of manpower in radio is not one to be ignored. But here again the colleges can offer real aid. This spring will see hundreds of young women available for radio jobs. Radio will be taking little chance in giving them their chance. As for Mr. Paul's concern about post-war talent, I think he has little to worry about.

Fitch Summer Sub

SUMMER FORMAT for the *Fitch Bandwagon* program on NBC goes into effect July 4, with Tom Reddy, of WHO, Des Moines, replacing Tobe Reed as m.c., and Freddy Martin's orchestra heard regularly, instead of the parade of up-and-coming dance bands formerly presented by the sponsor, F. W. Fitch Co., Des Moines. Other innovations include interviews with guest song writers, and a five-minute news summary by Alex Dreier, NBC commentator. Program will revert to its regular format in the fall. L. W. Ramsey, Davenport, Ia., handles the account.

Mosby Plan to Divide Network Time Regarded Favorably in Many Quarters

HIGHLY favorable reactions to his proposed plan of time division or option between affiliated stations and their networks, originally proposed last spring, is reported by Art J. Mosby, general manager of KGVO, Missoula, Mont.

The plan proposed that the first 45 minutes of every hour between 6 p. m. and midnight be optioned to the network and that the first 30 minutes of every hour between 6 a.m. and 6 p.m. be thus optioned. Thus, Mr. Mosby contended, national spot advertisers can be guaranteed a desirable period at the most suitable time in each locality. Ample time likewise would be reserved for local advertisers.

Fly Impressed

FCC Chairman James Lawrence Fly wrote Mr. Mosby that the plan appealed to him "as an imaginative and thoughtful effort to reconcile the conveniences of business practices with the aim of maximum service to the community." He said he was deeply interested in learning reactions of broadcasters and advertisers.

Lew Avery, director of broadcast advertising for the NAB, said there appeared to be a "great deal of merit in the allocation you propose." He said he thought it deserved serious study by the FCC, the networks and their affiliates.

C. W. Myers, president of KOIN, Portland, Ore., asserted that at first glance the plan appeared "a good thing for the stations if the networks could operate under its conditions." He said it would make it "difficult for advertisers to buy large blocks of time and continuous programs" and that it would be a good thing for the stations and networks "although they probably would not admit it." On the other hand, Mr. Myers said, "your plan would chop up the network operation pretty seriously, especially at night * * * *."

Gene Pulliam, WIRE, Indianapolis, said he thought the plan had possibilities and that it is "unique, interesting and challenges careful thought." Barron Howard, commercial manager of WRVA, Richmond, said he was "afraid that your plan is too beautiful, simple, logical and has too many good points about it to get anywhere." A similar view was expressed by Leonard D. Callahan, of SESAC, who commented: "Your block system for solving the network time clearance dilemma is a ten strike—like the Ruml plan, it's probably too simple and sensible to gain official approval."

Lee Little, KTUC, Tucson, reported that he had discussed the plan with his entire staff and that "everyone here approved it." Florence M. Gardner, KTFI, Twin Falls, Idaho, wrote Mr. Mosby: "I think you have something there." She added she assumed it would have to develop gradually over a period of years "if the networks are conducive."

Hugh Feltis, manager of KOIL, Omaha, asserted the plan had been roundly discussed in New York, where he had been located in the BLUE Network station relations department prior to taking the Omaha post last month.

Congressman Mansfield (D-Texas) wrote Mr. Mosby that the plan appeared to him to be workable. "I certainly feel that the affiliates should be given every possible break because they are a far greater influence in moulding public opinion than a great many people think."

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

81.2% TO 96.8%
These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.
WRBL
COLUMBUS, GA.
• CBS •

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 12 TO JUNE 18 INCLUSIVE

Decisions . . .

JUNE 14

WLBZ, Bangor, Me.—Granted mod. CP as mod., authorizing power increase, new equipment, etc., for extension completion date.

KMTR, Los Angeles—Continued to July 7, 1943, hearing on license renewal now set for June 15.

WCOP, Boston—Continued to July 14, 1943, hearing on license renewal now set for June 16.

WNYC, New York—Granted leave to amend application for special service authorization.

JUNE 15

WHDL, Olean, N. Y.—Granted mod. license to move transmitter locally.

KCMO, Kansas City, Mo.—Designated for hearing application mod. license to increase N power 1 to 5 kw.

WGST, Atlanta—Granted extension temp. license 30 days from June 21.

W81SP, Springfield, Mass.—Granted license for new station on 48,100 kc.; conditions.

JUNE 16

WALB, Albany, Ga.—Granted extension to July 17 for filing proposed findings re applications for license renewal, CP and voluntary assignment of license; granted extension to July 6 for correction of testimony of C. C. Tounsley re same applications.

WCOP, Boston—Continued action to July 4 on petition for order to take depositions.

JUNE 17

KTBS, Shreveport—Granted license cover Cp move main transmitter locally.

WHKY, Hickory, N. C.—Granted license cover CP for installation new transmitter DA-N, power increase to 5 kw.-LS, move transmitter locally.

WCOP, Boston—Granted motion postpone to Sept. 23 oral argument scheduled June 23 re application for CP.

Applications . . .

JUNE 14

WCAM, Camden, N. J.—Special service authorization operate hours of WCAP pending repairs to WCAP's transmitter.

WJZ, New York—CP move main and auxiliary transmitters; new transmitter and antenna, change power from 25 to 10 kw.

WBEZ, Chicago—License cover CP for new non-commercial educational station.

JUNE 17

WTAW, College Station, Texas—Mod. license change hours to daytime (requesting facilities KTBC).

WMTC, Ocala, Fla.—CP change transmitting equipment, increase power 100 to 250 w.

KWFC, Hot Springs, Ark.—Invol. assign. license to Clyde E. Wilson.

Tentative Calendar . . .

NEW, Beauford H. Jester, et al., Waco, Tex.—CP for 1230 kc., 250 w., unlimited (June 23).

WCOP, Boston—CP for 1150 kc., 1 kw., DA-N, unlimited.

in the CONTROL ROOM

PETER C. PETRUSKA, control engineer of WPAT, Paterson, N. J., on June 20 married Edna E. Kirchner, of Jamaica, Long Island.

JOHN TIMBERLAKE, chief engineer of WBRW, Welch, W. Va., is father of a boy.

ROD DEWAR, formerly of CKVD, Val d'Or, Que., and Jack Dailey, new to radio, have joined the studio engineering staff of CKCL, Toronto. M. Longhurst and Lloyd Baker, both new to radio, have joined the transmitter staff.

WES ARMSTRONG, maintenance engineering department, CKCL, Toronto, and Ken Biddner and Gord Scuttle of the remote control staff have joined the Royal Canadian Air Force. Ross Smith, transmitter engineer, has joined the Department of Transport of the Canadian Government.

BRUCE RATTS, Glen Thayer, Paul Luecke and Charles Sprague, engineers of WOWO-WGI, Fort Wayne, are instructing in the Purdue U. War Training Courses in Fort Wayne.

ENSIGN WILLIAM DUNBAR, former control operator of WOW, Omaha, was given a dinner by the WOW engineers when he was in Omaha earlier this month before reporting to the Navy Radar School.

FLAVIUS JANKAUSKAS, new to radio, has joined the engineering staff of WIBG, Philadelphia.

CHUCK OSTLER, engineer of WLS, Chicago, is the father of a girl born June 8.

JOHN KLUG, transmitter supervisor of KSTP, Minneapolis, was elected president of IBEW Local 1216. Neal McGinnin was named secretary and Fred Debaubien appointed to the executive board.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LOS ANGELES SOAP Co., Los Angeles (Scotch cleanser), on June 28 starts for 52 weeks newscast on 32 Don Lee Pacific stations. Mon., Wed., Fri., 7:30-7:15 a.m. (PWT), with rpt on KHJ KOY KTUC KSUN, Mon., Wed., Fri., 8:30-8:45 a.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

WM. WRIGLEY JR. Co., Toronto, on June 4 started *Wrigley's Air Band* on CFCF, Montreal; CKCO, Ottawa; CFRB, Toronto; CHML, Hamilton, Fri. 9-9:30 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

GENERAL MILLS Inc., Minneapolis (Cherrioats), on June 14 resumed *Hop Harrigan* on 13 Pacific Coast BLUE stations, Mon. thru Fri., 9-9:15 p.m. Agency: Blackett-Sample-Hummert, Chicago.

O'CEDAR Corp., Chicago (mops and floor polish), on Aug. 29 starts for 52 weeks a dramatic program Sun., 3:30-4 p.m., on 155 BLUE stations. Agency: Aubrey, Moore & Wallace, Chicago.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on July 8 renews for 52 weeks *Jimmy Durante, Garry Moore and Xavier Cugat* on 128 NBC stations, Thurs., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

KRAFT CHEESE Co., Chicago, on July 22 renews for 52 weeks *Kraft Music Hall* on 88 NBC stations, Thurs., 9-9:30 p.m. Agency: J. Walter Thompson Co., Chicago.

TIME Inc., New York (Time Magazine), on July 8 renews for 52 weeks *March of Time* on 51 NBC stations, Thurs., 10:30-11 p.m., and takes a summer hiatus July 8 thru Aug. 12. Agency: Young & Rubicam, N. Y.

Network Changes

FISHER FLOURING MILLS, Seattle (Zoom), on June 30 replaces *By the Way* with Bill Henry, Wed., Thurs., Fri., 5:45-6 p.m. (PWT), with Louis P. Lochner, on 6 NBC Pacific stations, Thurs., Fri., 5:45-6 p.m. (PWT). Agency: Pacific National Adv. Agency, Seattle.

GENERAL FOODS Corp., New York (Grape Nuts), on July 4 shifts *William L. Shirer* from 81 CBS stations to full network, at same time shifting time Sun., from 5:45-6 p.m. to 10:30-10:45 p.m. Agency: Young & Rubicam, N. Y.

WELCH GRAPE JUICE Co., Chicago, on July 4 shifts *Dear John* on 66 CBS stations, Sun. from 6:15-6:30 p.m. to 5:45-6 p.m. Agency: H. W. Kastor & Sons, Chicago.

GENERAL FOODS Corp., New York (Maxwell House coffee), on June 17 discontinues for 11 weeks *Maxwell House Coffee Time* on 130 NBC stations, Thurs., 8-8:30 p.m. Agency: Benton & Bowles, N.Y.

SERVEL Inc., New York (institutional), on July 3 adds 6 CBS Florida stations to *Fashions in Rations*, making a total of 76 CBS stations, Sat., 11:30-12 Noon. Agency: BBDO, N. Y.

BARBASOL Co., Indianapolis (shaving cream), on June 30 discontinues *Singin' Sam* on 55 MBS stations Mon. and Wed., 8:15-8:30 p.m. Agency: Erwin, Wasey & Co., N. Y.

EVERSHARP Inc., Chicago, (pens, pencils), on June 27 shifts *Take It or Leave It* on 116 CBS stations, Sun., 10-10:30 p.m. from Hollywood to New York. Agency: Biow Co., N.Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (International Sterling, 1847 Rogers Bros. Silverplate), on July 4 replaces *Edward R. Murrow* with *Silver Theatre*, on 86 CBS stations, Sun., increasing time from 6-6:15 to 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

SERVEL Inc., New York (institutional), on June 19 shifted *Fashions in Rations* on 68 CBS stations, Sat., 11:30 a.m.-12 noon, from New York to Hollywood, for 3 weeks or more. Agency: BBDO, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn coffee, Royal Baking Powder, Stams), on June 21 replaces *The O'Neills* with *The Open Door* on 124 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Ted Bates Inc., N. Y.

R. B. SEMLER Inc., New Canaan, Conn. (Kreml), has added 105 MBS stations to Gabriel Heatter's news program, making a total of 162 MBS stations, Tues., Thurs. and Sun., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on June 23 shifts *Christian* on 114 CBS stations, Wed. 8:55 p.m., with West Coast rpt, Wed. 8:55 p.m. (PWT), from New York to Hollywood. Agency: McCann-Erickson Inc., N. Y.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), on June 6 shifted Tommy Dorsey on 126 NBC stations, Wed., 8:30-9 p.m., with West Coast rpt, 8:30-9 p.m. (PWT), from New York to Hollywood for 8 weeks or more. Agency: Russel M. Seeds Co., Chicago.

S. C. JOHNSON & SON, Brantford, Ont. (floor polish), on July 6 replaces *McGee & Molly* with *The Passing Parade* on 32 CBC stations, Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

PROCTER & GAMBLE, Cincinnati (Dreft), on June 28 replaces *Lone Journey* with *Hollywood Theatre of the Air* on 68 NBC stations. Mon. thru Fri., 10:45-11 a.m. Agency: Blackett-Sample-Hummert, Chicago.

CHESEBROUGH Mfg. Co., New York (Vaseline) has added 8 CBS stations (WWNY WFMD WLBC WJLS WNBH WTAX WDAN WDWS) to *Dr. Christian*, Wed., 8:30-8:55 p.m. (rpt. 11:30 p.m.). Agency: McCann-Erickson, N. Y.

JAP JAMMERS Foiled by Newmeyer's Speaker System

SOMEWHERE in New Guinea, Lt. Frederick L. Newmeyer Jr., former Pittsburgh agency man and radio producer, has foiled the Japanese who tried to jam newscasts to our troops. With an Army tent as a studio he has set up a loudspeaker system that will reach all the men in his attack squadron. Signature music is a worn out record of the 'Washington Post' march. "The only way the Japanese can get me off the air is with machine guns, and our squadron is seeing that they don't do that," said Lt. Newmeyer.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Love Live in Michigan?—Fruit trees are looking mighty good now. Cool nights are still the rule and remember WKZO? It's a big full time 5000 watt twin-city operation. Oh yes, they are looking for an announcer and the program director is a sucker for a guy who acts fast.

Immediate Opportunity Open KTAR, Phoenix, Arizona—For dependable announcer-copy-writer. News experience preferred. In applying send voice transcription, draft status, salary desired, detailed qualifications, references and how soon available.

OPERATOR—First or second class. Draft exempt. At station in nondefense farming area operating with best of equipment. Air mail references, photo, draft status, salary expectations. KTFI, Twin Falls, Idaho.

Technician—Permanent position for man with a family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

Chief Engineer—First Class License. Midwest local, permanent, congenial work. State minimum salary. Box 751, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in noncompetitive radio market in nondefense farming community assuring post war stability. Real deal for a producer. Give experience, draft status; etc. KTFI, Twin Falls, Idaho.

Control Engineer—Ability to announce not essential. Give complete information in first letter. Box 752, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary, WMSL Decatur, Alabama.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and net dance band remotes. Write in for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Announcer—No experience necessary. Give personal details, draft status, age, etc. Apply Box 756, BROADCASTING.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred, experienced man. Box 754, BROADCASTING.

Station Manager—By regional network affiliate in southwest to replace present manager subject to draft. Write Box 757, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 755, BROADCASTING.

News Editor and Announcer—For one of the southwest's most important network outlets. Must be draft exempt, and fully experienced. Write, giving full details, to Box 762, BROADCASTING.

Southern Station—Live 250 watt; has good permanent position for First Class Operator. Give draft status, experience, and starting salary. Box 764, BROADCASTING.

Announcer-Assistant Program Director — Also announcer willing to learn engineering. Men or women. Network station. Box 763, BROADCASTING.

Situations Wanted

FOR SALE—Services of young 4F program-production man with seven years' announcing selling and production experience. Nothing under 1,000 watts. Box 760, BROADCASTING.

Control Operator—Holding restricted license desires permanent position. Some experience. Box 761, BROADCASTING.

Writer—Draft exempt, age 24, good references, some experience, prefer East. Box 745, BROADCASTING.

Engineer-Announcer—First Class License; good voice and personality. Sixteen years' broadcast experience. Desire permanent connection where ability is compensated accordingly. Draft exempt. Alfred L. Brannen, 1325 Christine Avenue, Anniston, Alabama.

A Clear Channel—Or outstanding regional station can get steady, permanent announcer. Draft exempt. Four years' experience. Continuity and selling. College. Box 748, BROADCASTING.

ANNOUNCER—Experienced, energetic, exempt. Box 750, BROADCASTING.

Announcer-Writer—Experienced. Announcer of news, commercials, radio acting, and directing. Writer of state-wide dramatic serial. College graduate, desires position in larger studio. Available July tenth. Age 23. Unmarried. Draft exempt. Box 749, BROADCASTING.

CONTINUITY WRITER—Master's degree. writing, business, and announcing experience; 4F. Box 747, BROADCASTING.

ANNOUNCER—NEWS—SPORTS—Here is a man with experience and air-sales ability. Now employed with major network affiliate. Desires change to better network opportunity in better paying market. 4F, single, college, good references, both in radio and personal. Can report after fair notice to my employer. Box 741, BROADCASTING.

Wanted—an Employer—Young lady, capable college graduate with experience in writing, acting, commentating, and announcing, seeks promising situation. Box 758, BROADCASTING.

Young Lady—B. A. degree, production, ideas, continuity. Technician. Box 759, BROADCASTING.

Announcer—Staff man. Specializing news. With metropolitan station seven months. Desires change. 4H. Box 744, BROADCASTING.

Versatile Young Woman—10 years' experience in building programs, writing, news and publicity. Desires connection with Chicago agency or station program department. Box 743, BROADCASTING.

Announcer—Ambitious. Desires change. College education. Two years' experience. 4F. Available immediately. Box 753, BROADCASTING.

Wanted to Buy

100 Watt Commercial Transmitter—In good shape. State make and all particulars, including price. Box 740, BROADCASTING.

For Sale

A 250 Watt Station—In a flourishing midwestern city, doing a nice business. Established four years with rich farm territory abounding. Address Box 746, BROADCASTING.

Will Sell—Half-interest to radio man who is capable of managing a 250-watt, full-time local station, or will sell complete station to responsible party. Box 742, BROADCASTING.

John S. Haber

JOHN S. HABER, of New York, vice-president of Philco International Corp., died June 15 at Havana, Cuba, of peritonitis following an operation for appendicitis. He had been in Mexico City, and went from there to Havana where he was stricken shortly after he arrived. His wife hurried to Havana and was there when he died. Mr. Haber was 46, a graduate of New York University, and had risen to become vice-president of the American Steel Export Co. before joining Philco last March to direct sales outside the U. S.

WHKY Granted CP

WHKY, Hickory, N. C., was last week granted a license by the FCC to cover construction permit for installation of a new transmitter and directional antenna for night use, increase in power to 5 kw. to local sunset, and moving transmitter locally.

Webster for Duffy

BRISTOL-MYERS Co., New York (Minit Rub), on July 6 replaces *Duffy's Tavern* with *Noah Webster Says* for 13 weeks, on approximately 120 BLUE stations, Tuesday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Half hour audience participation program features Haven McQuarrie, English language specialist, who asks each contestant to define list of five words, with possible $60 cash prize. Dr. Charles F. Lindsley, speech department chairman of Occidental College, Cal., is arbiter. Young & Rubicam, New York, services the account.

PAUL HOLLISTER, CBS vice president, will be among the speakers at the first annual meeting of the national advertising group of the Special Libraries Assn., at the Hotel Pennsylvania, June 22-24. Mr. Hollister will speak on "How Advertising Is Meeting Wartime Conditions." Delphine V. Humphrey, librarian of McCann-Erickson, is chairman.

SALES PROMOTION-PUBLICITY VACANCY

50 Kw Eastern Station

● Man or woman to start about July 12th. Send details of experience, references, draft status, salary requirements, first letter. Photo desirable.

BOX 765, BROADCASTING

AT LIBERTY!

Experienced Young 4-F Program-Production Director.

Write or wire

BOX 739, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring, Md.
(Suburb, Wash., D. C.)
321 E. Gregory Blvd., Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Fathers May Gain More Draft Delays

All Single Men Under 25 Said To Face Early Induction

POSSIBILITY that a higher percentage of fathers than previously anticipated will be passed up by the military and left for home front service appeared in Washington last week despite the pessimistic predictions of Selective Service chief, Brig. Gen. Lewis B. Hershey, and Paul V. McNutt, director of the War Manpower Commission, as revealed in testimony released by the House Appropriations Committee.

In the House testimony, which was taken in April, Gen. Hershey predicted that more than half of the nation's 6,000,000 draft-age fathers would face induction, beginning about August 1. However, Selective Service last week adopted a new policy which may delay induction of fathers in quantity, at least until fall.

October Hinted

According to instructions sent out last week, fathers are not to be included on replacement schedules until October, and officials say that fathers in essential industries will probably be safe until then. At the same time, Selective Service appears to be determined to induct almost all single men under 25 within the next six months.

Part of the same instructions which hinted at October drafting for fathers said that no man under 25 should be deferred for more than six months unless he was extremely vital. Officials said very few would be considered in that class.

With high school graduates filling the June quotas, and a reduction in the number of rejections as a result of changes in the physical standards, the gap between inductees and the 10,800,000 goal of the services may be less than previously anticipated, some quarters estimating that only a million fathers will be needed. Meanwhile another new source of manpower is being scanned, the millions of 4Fs, many of whom are capable of passing the revised physical examination.

Campaign on 103 Begins For Permanent Wave Kit

STARTING a new nationwide radio campaign to promote the sale of Movie Wave (permanent wave home application kit), Hassenstein Co., Hollywood, starts this week using a list of 103 stations. Five and fifteen minute programs 3, 6 and 12 times weekly are being scheduled. Northwest Radio Adv. Co., Seattle, is placing the business. Following stations are included:

WJAG KGHL WPEN WKZO WWL KOWH WMFD WHLD WCAE WCOA WWRL KOB WIS WTAR WCFL WLOL KTAR WHKY WCKY WCOP KPO KVOD WMIN WTCN WCLE WPDQ KFXJ WSVA WEBC WEBQ KINY KXOK WPIC CKLW WHK WLW WING WRNL WEW WEGO KXA WAAT WTAR WTRY WCSC WWVA WIZE WDBJ WIBA WTAG WFIN WBAL WWDC WMEX WMUR WCPO WKNE KFEQ WNAC KEVE WDAY WPRO WREN WSPR WMT WKRC KIT WSUN KOBH WFAA KYA WPAT KTRB WTMA WSB KSEI KVI KROW WHAS KDYL WEEU WHIS KFXD KRKD KTFI WNAB KTKN WHKC KMMJ WHAM KOAM WMAM WNBF KWFT KMA KARK WINS WDZ WHO KIEM KUJ KFYR WRVA.

ESSO NEWS AIDS UNCLE SAM

Tabulation by Sponsor Reveals 32.8% of "Esso Reporter" Devoted to War Effort Since Pearl Harbor

OF THE 69,168 *Esso Reporter* news programs broadcast on 35 stations since Dec. 7, 1941, approximately 32.8% of the time on the air has been devoted to a total of 22,719 "Government cooperation commercials", according to a tabulation made by J. A. Miller, advertising manager of Esso Marketers, sponsor of the broadcasts. These war effort announcements comprise more than a score of different subjects, including blackout precautions, victory garden and book campaigns, recruiting, tire inspection, salvage drives, etc.

Starting on WJZ, New York, in 1935, the *Esso Reporter* program has been placed on an increasing number of stations each year, the last addition being WSJS, Winston-Salem, N. C., in May of this year.

Five of the original stations carrying the news series, which utilizes United Press news, completed 400 consecutive weeks on June 13, Mr. Miller reported, while total broadcasts on all 35 stations is more than 250,000. Agency is Marschalk & Pratt, New York.

Blue Network's Story Is Told in New Booklet

AFTER 16 months of independent operation the BLUE Network has written the story of its growth in a small 42-page booklet titled "The BLUE Network Today", to give its employes and to be sent also to 3,500 advertisers and agencies.

Written by Jesse Thompson of the BLUE sales promotion department, the booklet follows the general outline used by Edgar Kobak, executive vice-president of the network, in the informal talks he has given at dinners for BLUE employes.

CBS Staff Changes

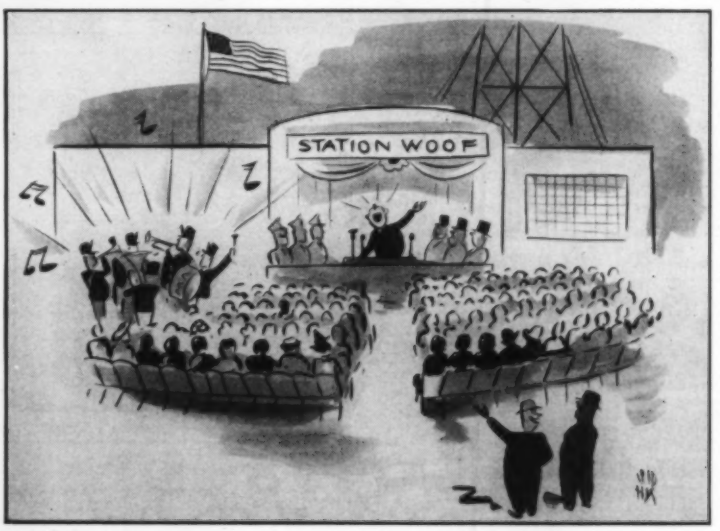
MARIAN GOSGROVE, until recently assistant in the radio department of Duane Jones Co., New York, and formerly continuity and sales promotion writer for KDAL, Duluth, has joined CBS as assistant in the program promotion department. Bob Stevenson, CBS staff announcer on *Major Bowes Amateurs*, *Madeleine Carroll Reads* and *Broadway Bandbox*, joins the Army June 22. A certificate of merit has been awarded to Jack Hoins, of the CBS press information department, by the Huntington Post of the American Legion for his service in "furthering the pre-induction military training of members of the community and instruction of the Victory Corps."

FM Station on Air

AFTER TESTING for several months, Chicago's fifth and newest FM station, W75C, operated by Moody Bible Institute, went on the air June 13. The Institute also operates WMBI, Chicago. W75C has a construction permit for 50,000 watts, but at present is using 1,000, and is on the air from 11 a.m.-9:30 p.m. daily, and from 8 a.m.-9:30 p.m. Sunday. The broadcasts of W75C duplicate for the most part, those of WMBI, which consist of religious, musical, and news programs, except for one morning and afternoon recorded symphonic hour program daily. Since the transmitter is located 20 miles from the studio, to give better coverage to residential and suburban listeners, a booster transmitter is used at the studio.

FCC Approves Attorneys

MERIL A. LINDBLOOM and Hugh M. Gray have been granted power of attorney as attorneys in fact by John L. Booth, with FCC approval, in so far as it relates to FM station W49D, which is licensed to John L. Booth, and WJLB, Detroit, of which Booth is president, a director, and owner of all outstanding stock.



Drawn for BROADCASTING by Sid Hix

"Getting a New Transmitter Tube Is Quite an Event These Days, Eh, Coggins?"

CIRCUS USES SPOT ROTATION IN N. Y.

RINGLING Bros., Barnum & Bailey Combined Shows, is promoting the New York showing of "Spangles," a one-ring show combining the best acts of the company's spring production, in a dovetailed spot announcement schedule on New York's major stations. System is to move from one station to another each week, with schedules overlapping in some instances.

Promotion for the circus, which opens June 16, started the week of June 7 on WINS, followed by a five-day drive on WABC, starting June 14. WHN will be used the week of June 21, followed by WMCA, June 28-30. Contract of WJZ runs from June 28-July 2, and WNEW carries the announcements June 30 through July 3.

Schedules consist of live participations on musical, news and dramatic programs. Duration of the campaign is contingent on the success of the production, which has never been tried out in this country. Agency is Caples Co., New York.

NAB Meeting to Discuss Supreme Court Decision

THE SUPREME COURT decision in the network case will come in for discussion at the meeting of the public relations committee of the NAB to be held June 23-24 at the Palmer House, Chicago. The Court ruling will be the principal topic at the morning session scheduled for the second day of the meeting.

"Public Relations of the Broadcasting Industry" will be the subject of an address to be delivered at a luncheon June 23 by James W. Irwin, assistant to the president, Monsanto Chemical Co., St. Louis.

Neville Miller, NAB president, and Walt Dennis, NAB news bureau chief, will attend the meeting. Members of the public relations committee are Edgar Bill, WMBD, Peoria; Lawrence W. McDowell, KFOX, Long Beach; Craig Lawrence, KSO, Des Moines; Ken Tips, KPRC, Houston; John F. Patt, WGAR, Cleveland; Leslie W. Joy, KYW, Philadelphia; Edgar H. Twamley, WBEN, Buffalo; Frank M. Russell, NBC; Dr. Frank Stanton, CBS; and Willard Egolf, NAB secretary.

Change in History Ascribed to Radar

AT ARMY-NAVY "E" presentation, to RCA Laboratories at Princeton, N. J., last week, Rear Adm. Harold G. Bowen declared radar had changed the course of history, with the British winning the Battle of England because they used radio detecting and ranging to prevent Germans from surprising British planes on the ground.

Adm. Bowen spoke on the program with Gov. Charles Edison of New Jersey; Gen. James G. Harbord (USA, Ret.), chairman of the board of Radio Corp. of America; Maj. Gen. Roger B. Colton, and Otto S. Schairer, vice president of Radio Corp. of America, in charge of RCA Laboratories. The program was broadcast by NBC.

XUM

HAVE YOU HEARD THIS ONE ABOUT THE TRAVELING SALESMANAGER?

ONCE UPON A TIME—it was in early 1943—a Salesmanager was trying to stretch his Sales Force so that one Salesman could do the work formerly done by three. His Sales Force had been cut by War, crippling his Field Operation, curtailing Dealer Contacts . . .

SPECIALTY SALES helped this Salesmanager to "stretch" his permanent Sales Force economically and effectively.

SPECIALTY SALES offers the short-term services of experienced, high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky and West Virginia. It does not conflict with established sales organizations, brokers or agents. SPECIALTY SALES is independent, but has full access to all WLW Research and Merchandising material.

SPECIALTY SALES can be bought on per call or per week basis; helps you keep men in the field at a fraction of the usual cost. Let us give you the helpful facts.

Write or wire Lou E. Sargeant, Specialty Sales,
140 West 9th Street, Cincinnati, Ohio.

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

LISTENER DOMINANCE. In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all night-time radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

XUM